THE Laundry Journal

A REUBEN H. DONNELLEY PUBLICATION

NOVEMBER 1961 SERVING PROFESSIONAL LAUNDRY MANAGEMENT

Public housing-

A mass market for coin-laundry operators

IN THIS ISSUE . . .

NAILM announces contest— "Laundry Manager of the Year"

Can small-town plants profit from the national PR program?

How to control supply costs





It's true! OZONITE is the complete detergent that gives you better results at lower cost!

Have you used Ozonite lately? If you haven't you're missing the best Ozonite ever built for washroom efficiency and economy!

Ozonite has been improved by advanced scientific research in the famous Procter & Gamble Laboratories. It's a ready-to-use balanced blend of high titer soap and alkaline builders that works to perfection in your washroom equipment.

When you use Ozonite you can count on superior soil removal . . . white whites and bright colors. And you get all this with broad safety to fabrics. What's more, Ozonite is simple and easy to use . . . even inexperienced washmen get top results with it.

For more information on Ozonite and how it can help you increase your efficiency and profits, write to:





NEW Westport III DRYER

WITH PATENTED

AUTOMATIC LOADTROL

Continuously and Automatically Guarantees Ideal Tumbling Speed at All Times

Loadtrol requires no attention by customer

Assures a Soft, Fluffy Finish

No Abrasion from Riding on Side of Basket

Minimum Ironing

Faster Drying

For years, dryers equipped with the manually operated Hoyt Loadtrol have been popular with Coin-op owners and customers, because of the variable speed and other exclusive Hoyt features.

Now, Hoyt announces the Westport III equipped with the patented automatic Loadtrol. Controlled by the weight of the load, the Loadtrol operates the basket at just the right speed to give perfect drying. The mechanism, which is completely concealed from the customer, is so positive that the speed decreases as the clothes lose weight while drying. No lever to pull. A panel on dryer explains benefits.

Because of the efficiency with which this dryer operates, you get more loads per day . . . and at a gas saving of at least 15%.

Use the coupon for detailed information.



HOYT

2 FORGE ROAD, WESTPORT, MASS.

HOYT MFG. (CANADA) LTD., TORONTO

DISTRIBUTORS IN PRINCIPAL CITIES

AUTOMATIC DRYERS RECLAIMERS

SOLVENT ADSORBERS

WATER AND SOLVENT CHILLERS

HOYT MANUFACTURING CORPORATION WESTPORT, MASS.

Send me bulletin, "Westport III with New Automatic Loadtrol"

My distributor is

Neme

Company _____

Address _____

READER'S GUIDE









CONVENTION: Details on contest and tentative program schedule for National Association of Institutional Laundry Managers 22nd Annual Conference, Milwaukee, Wisconsin . . 50

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From the widest selection of nylon nets on the market

Gibraltar's

ONLY GIBRALTAR NYLON NETS **GIVE ALL THESE FEATURES!**

- · High-quality yarn and workmanship throughout
- · All seams guaranteed never to open; sewn twice with bleach-resistant nylon thread
- · Chrome-dyed colors: red, blue, green, gold, black, brown, violet, orange, white. Guaranteed never to fade or bleed
- All nets pre-shrunk and heat-set.

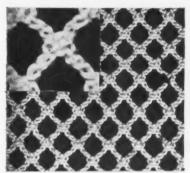
All Gibraltar nets are knitted, finished, dyed and sewn in our own plant

GIBRALTAR

FABRICS, INC.

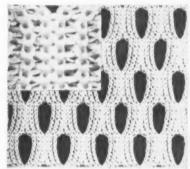
254 - 36TH STREET, BROOKLYN 32, N. Y.

Gibraltar products are sold by leading distributors everywhere



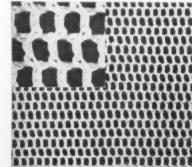
it grows with the load

- · five-bar construction
- 7½ lbs. per doz. 24x36 size 60% tire-cord nylon reinforced with 40 % 260 denier open mesh
- lock knitted throughout
- white or solid colors



ultimate in bleach resistance

- · three-bar body; five-bar top
- all 260 denier for bleach resistance
- open mesh
- lock knitted throughout
- white, solid colors, colored tops,
- colored stripes
- ideal for plants which overbleach nets



best in close-mesh nets

- two-bar, close-knit construction 6¼ lbs. per doz. 24x36 size
- run-resistant
- Granite top for fast, easy, permanent pinning

"The gas economy of our Ford Econoline Van is amazing ... close to 23 mpg!"

says Walter Rewold of Village Cleaners, Rochester, Michigan

"Our Ford Econoline Van covers quite a distance every day and is getting pretty close to 23 miles on the gallon. This is such an improvement over our previous unit that the gas station operator, who is a friend, thinks I'm taking my business someplace else.

"We also find that the Econoline's greater usable loadspace saves time and expense. We don't have to make nearly as many trips back to the plant for reloading. The flat level floor permits us to install a garment rack for the full length of the body. We can hang more garments, and know that they will arrive in A-1 condition. And those big, wide doors on both the side and rear are just

right for our business. Our drivers can load or unload easily without the constant need to climb into the van.

"This Ford Econoline Van is tailor-made for our business in other ways, too. You see, people generally have faith in and do business with a company that has neat, modern equipment. This is particularly important in our business where we handle something as personal as clothing.

"We've had many compliments on our van's attractive appearance, and this favorable attention has created new customers for us. In turn, we bought another Ford Econoline Van!"

Solid testimony that Ford's full-time economy only starts with low price!

FORD TRUCKS COST LESS

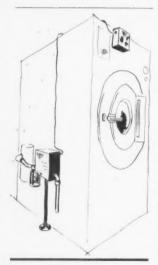


PRODUCTS OF Ford MOTOR COMPANY



NEW products and literature





COIN-OP CONTROL SYSTEM

A new coin-op control system, the LTV Central Control System, is said to be able to actidrycleaning machines from a central location in a coin-op store and-with attachments -dispense trading stamps, repeat messages thanking customers, and even play music from tape recordings. Deluxe and smaller compact models will accept combinations of nickels, dimes and quarters, and the deluxe models will also make change. Both models collect all money in an insurable safe.

LTV Industrial Division, Ling-Temco-Vought, Inc., P. O. COIN-OP HANGING SCALE Box 5003, Dallas, Texas.

FINISHER UNIT

The compact Bishop Puf-'n' Iron finisher, said to contain all the essential finishing accessories, consists of three sizes of steam puff-irons, padded ironing board, double sleeve-ironing board, and a thumb-operated steam-electric iron with water spray and condenser in one integral assembly, with an electric vacuum added to the ironing board portion.

Bishop Freeman Co., 1600 Foster St., Evanston, Ill.

PERC-RECOVERY CONTROL -STEAM INJECTOR

An automatic perc recovery control and steam injection unit for perc recovery tumblers reof clothes by sounding a buzzer as soon as all solvent is evaporated from a load and, at this precise moment, turning on live steam through the injection unit. Thus, it is claimed, there an elevated dolly of angle steel. is no opportunity for much drying out of the fabrics, and in 3, 4 and 6 bushel sizes. The shrinkage, wrinkling and stain 48 FG Utility Truck is made setting are prevented.

The steam injection unit, said to decrease recovery time by 15 to 30 percent, allows light and dark items to be mixed in construction, has a 14 bushel the same load without lint

Piazza Engineering Co., 4140 N. Kedzie Ave., Chicago, Ill.

TRUCK LINE

A highlight of the 1962 Dodge truck line is the P-100 forward-control unit. It feavate all washers, dryers and tures maneuverability on a short, 104-inch wheel-base, A 140-hp., 225-cubic-inch, inclined six-cylinder engine is standard. Also standard is a three-speed transmission. The unit has a maximum gross vehicle weight rating of 5.100 pounds. The body is made by Boyertown Auto Body Works,

> Dodge Div., Chrysler Corp., 7900 Joseph Campeau, Detroit 31, Mich.

A hanging scale, Model 300, designed for coin-op use, has a supporting stand that rests on the floor and may be attached to any table or counter. This brings the basket to a convenient working height, with the large dial at eve level. The scale has an 8-pound capacity and shows "Safe Load" and "Overload" areas.

Newhouse Specialty Co., Inc., 3827 San Fernando Rd., Glendale, Calif.

FIBERGLASS TRUCKS

Three new molded fiberglass trucks are now available that feature reinforced rims for safe and easy gripping. They are watertight and have the ability to resist acids, bleaches and starches, according to the maker. All are designed with a portedly prevents overheating speckled exterior and come in a selection of 12 colored interiors

> Model 69 DFG Elevated Truck consists of a lightweight basket which slips in and out of It is 30 inches high and comes of molded plywood crossboards and is available in 8, 10 and 12 bushel sizes. The 28 FG Narrow Aisle Truck, of woven roving capacity and is made in a 47by-24- by-24-inch size only.

W. T. Lane, Inc., Prospect cinnati, Ohio. St., Poughkeepsie, N. Y.





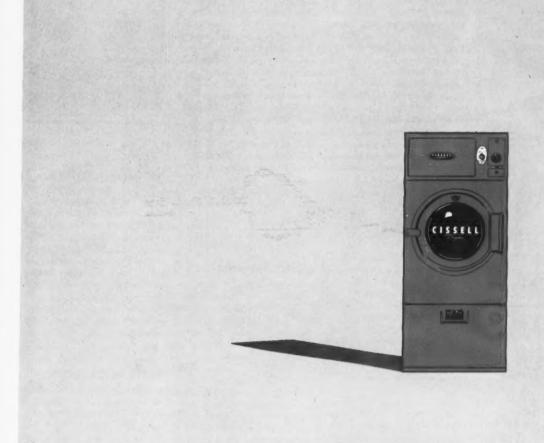


PACKAGING SYSTEM

The MA-70 packaging system packages objects in a polyethylene firm sealed on three or four sides. It is an automatic, self-contained system which makes the bag and encloses the item. It is said to be suited for shirts, uniforms, sheets, gloves and neckties. The unit uses slit polyethylene roll stock and heat-seals the bag.

Mehl Manufacturing Company, 2057 Reading Pl., Cin-

Continued on page 8



HOW BIG SHOULD A SMALL DRYER BE? BIG ENOUGH TO HOLD 25 POUNDS FOR ONE THING! WHEREVER BIGNESS COUNTS, THE CISSELL COMPACT IS BIG — IN CAPACITY, IN VALUE, IN PERFORMANCE. BUT WHERE SMALLNESS COUNTS, IT'S SMALL. IT WILL SAIL THROUGH ANY 29" DOOR, WILL SQUEEZE INTO SPOTS WHERE FULL SIZE DRYERS JUST CAN'T GO. AND IT'S "SMALL" IN COST, TOO ... TO BUY, TO OPERATE. OH, YES, IT'S BIG ON FEATURES! THE FULL-WIDTH, WIDE-OPENING ACCESS DOOR, THE CISSELL-BUILT GEAR REDUCER, THE TEMPERATURE-LIMITING THERMOSTAT, THE HI-LO TEMPERATURE CONTROL AND THE ALL-METAL LINT DRAWER ... TO MENTION JUST A FEW. INTERESTED? CONSULT YOUR JOBBER, AND ASK ABOUT THE NEW MAGNETIC DOOR LATCH. W. M. CISSELL MFG. CO., INC., LOUISVILLE, KY. PACIFIC COAST OFFICE, 4823 W. JEFFERSON BLVD., LOS ANGELES.

New Products and Literature—continued from page 6





CELLULAR HOSPITAL BLANKET

A new circular is available from the Merryknit Sales Co. that describes the advantages and properties of cotton cellular thermal blankets for hospitals. The circular details the economy, launderability, resilience, light weight and freedom from linting that are claimed to make these blankets suited to hospital and institutional use.

For a copy of the circular write: Merryknit Sales Co., Old Greenwich, Conn.

LOW-TEMPERATURE WASHING

SOL-ESCO 120, a new product developed to save hot water and retain color, makes possible the laundering of industrial uniforms at 120F., the manufacturer claims. It is further stated that field tests proved its value on many other classifications where hot water is a problem.

Cowles Chemical Company, 12000 Shaker Blvd., Cleveland 20, Ohio.

IMPROVED TAPE DISPENSER

The new "Scotch" brand M-96 definite length tape dis- with a 20-minute dry-to-dry penser, designed for transpar- cycle using perchlorethylene is ent, masking, drafting, freezer and autoclave tapes on a 3-inch core, is said to cut waste by preventing curling and by controlling the amount of tape dispensed. It can be set to dispense 3/4 to 1/2 inch strips of denser which utilizes a separate tape. The machines are of metal construction in pine frost The drycleaner itself has a green color and weigh 71/2 pounds.

Dept. Pl-499 Minnesota 900 Bush St., St. Paul 6, Minn. capacity.

GAS-HEATED TUMBLER

A substantial reduction in gas consumption and more efficient drying is claimed for the new Model 37-AB gas-heated tumbler dryer. Input of the 37-by 30-inch unit is 113,000 B.t.u.

The machine features a solid steel cap over the top for easier partitioning, a gas pressure regulator for more uniform drying. magnetic door latch, variable temperature selector, automatic backdraft damper, self-cleaning lint screen and "Magic Carpet" lint removal. Appearance maintenance is also said to be easier due to a new stainless steel kick-plate and protective frames around the coin vault and meter to help prevent mar-

Huebsch Originators, Milwaukee I, Wisc.

SELF-SERVICE MARKER

The Electronic Marking Tag Machine is suggested by the manufacturer for professional drycleaners who want to take advantage of "clean only" or coin-op cleaning. The machine dispenses a double ticket when the customer inserts a quarterthe basic charge for cleaning a single garment. One part of the ticket is attached to the garment by the customer, the other part is held as a claim check.

B & G Machinery Co., 1049 E. Michigan St., Indianapolis

SHORT-CYCLE COIN-OP UNIT

A coin-op drycleaning unit to be offered in self-contained banks of two 8-pound capacity units. The cycle is accomplished by rapid, forced recirculation of warm, perc laden air through a quick chill conamount of perc as a refrigerant. capacity of 100 gallons. Each bank of two units has, as standard equipment, a filtration unit Mining and Manufacturing Co., with a 1,000 gallons per hour

> Speed Queen, Division Mc-Graw-Edison Company, Ripon,

STEAM GENERATOR

A new steam generator, known as a "boiler with a brain," automatically indicates any cause of safety shutdown due to ignition failure, or shortages of water, fuel, electricity or combustion air. Model R-175 delivers 5,000 to 6,000 pounds of steam per hour at both high and low pressures. In multiple installations it meets requirements ranging up to 72,-000 pounds of steam per hour or higher, depending on appli-

Clayton Mfg. Co., Box 550, El Monte, Calif.

WYANDOTTE BROCHURES

A series of colorful, illustrated brochures is being offered on the following products: Pardet, new spray-dried synthetic detergent; Cote, fabric softener; Apache, soap builder; Arla, carbonated alkali; Riddax-Skortex, cleaning formula for light and dark colors; Kar-Cell, cleaning agent for industrial work; Skortex, synthetic detergent; Raylene, brighteners-sour; Braxene, concentrated quaternary ammonium compound; Speedac and Halox, organic dry bleaches; and Primary Size.

Wyandotte Chemicals Corp., J. B. Ford Division, Wyandotte, Mich.



MAKE-UP AIR SYSTEMS

"Design Considerations for Make-Up Air Systems," the first of a series of new free handbooks, points up the need for tempered make-up air, gives details with illustrations to aid in selection and arrangement of the systems. A separate section of Heating Handbook DF-200 discusses appropriate Reznor duct furnaces and blowers.

Reznor Manufacturing Company, Reznor, Pa.

WATER FILTER BULLETIN

A new bulletin is available on the Ferrosand CR Filter that describes how the filter economically removes iron and manganese, and offers special opportunities for other water clarification applications. The filter is said to provide continuous regeneration, as well as various improvements in basic filter design.

Hungerford & Terry, Inc., Clayton, N. J.

GERMICIDE BULLETIN

A 7-page bulletin discusses properties and uses of Hyamine 1622 and Hyamine 10-X, quaternary ammonium germicides said to be effective against a wide variety of microorganisms, forming odorless, colorless, nonpoisonous and nonirritating solutions in use dilutions. The bulletin provides data on phenol coefficients, use dilutions, effect of pH and various ions, toxicity and other information.

Rohm & Haas Company, Sanitary Chemicals, Washington Square, Philadelphia 5, Pa.

SPEED UP FOR BIGGER PROFITS With A SAGER SPREADER

The 20th Century Way to Make Money Is Mass Production

We Americans are prone to feel too smug about our "mass production" methods, as though it were an exclusive possession of this country. I've previously pointed out that this is not neces-



By Poke

M. A. Pococi

sarily so, and that in some fields, and particularly in the laundry business, the British are ahead of us in adopting modern machinery and more efficient methods. Here is a statement by a visitor from England which confirms this. I wish that every laundry operator in the U. S. would read it, and consider its application to his own business. J. C. Beresford, a director of Lyndale Laundries, Ltd., after visiting a number of typical laundry plants in this country, remarked:

To my mind, the flatwork ironer is the heart of a laundry and I was dismayed by the flatwork machines I saw in America. On a non-identification system, the entire flatwork of a customer has to be put through the ironer, followed by an 'identification flag' to separate it from the next customer's work. This system seems to rule out the use of MASS PRODUCTION preparation or folding machines, and I saw few. Ironers were running at only 30 to 35 feet per minute and were mostly OLD. I am not surprised at the use of old machines-why not if they can do the job? But I do wonder at a system of work which is unable to make use of the numerous mechanical aids to flatwork processing

which are available today.

"The discerning will say that, with limited marking and racking, one saves what one may have lost on the ironer. There may be some truth in this buf I do not think it is the whole story. Over here (in Britain) labor is so scarce that we do have a real incentive to buy labor saving machinery. In America labor is both plentiful and perhaps a third more productive, so there is not the same spur to buy new plant."

There you are! Just what I've been saying for thirty years. "Full identification" and modernizing of equipment is the answer to a PROFIT or no profit. How much higher must wages go before you wake up to the PROFIT to be realized by MASS PRODUCTION ahead of the flatwork ironer?

M. A. (Poke) Pocock

Cut Out Hand Shaking Sheets and Cut Your Flatwork Labor Costs





More Sheets with Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."



View of Sager B Spreader. Handles 1,200 to 3,000 sheets and spreads per day

Reduces Labor Turnover

No more back-breaking lifting and nerve-wracking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.

Read What These Users Say

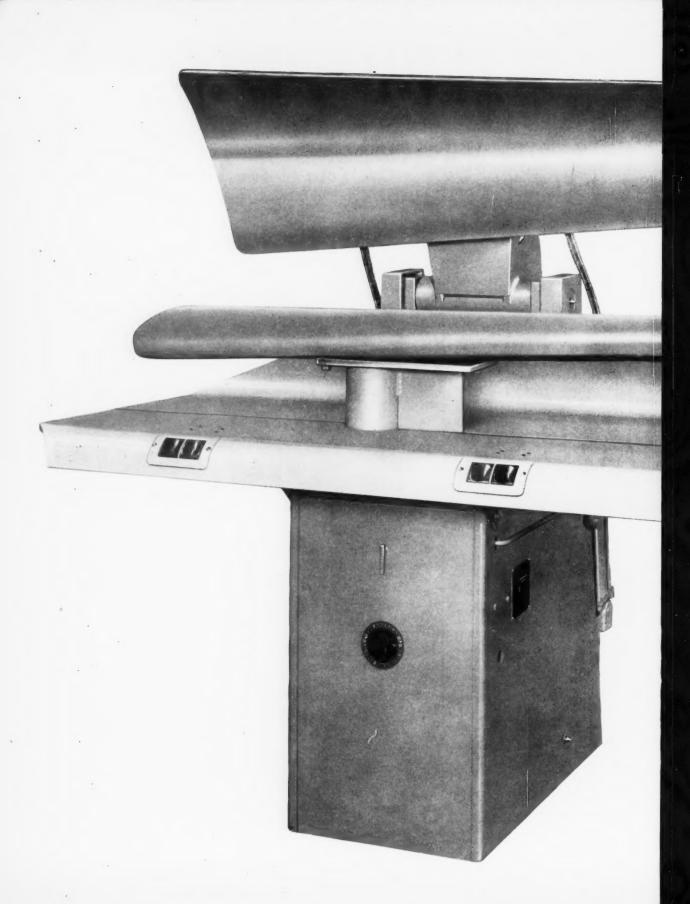
A West Coast Laundryowner Writes:

"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

A New England Laundryowner Writes:

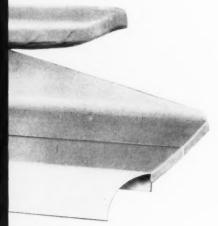
"We feel that it is the best purchase from *every* standpoint that we have ever made in over 70 years of business."

Please send us full facts about your labor-sav	ing Sager Spreaders.	
M. A. Pocock, Inc.		
1203 Walnut St.	Tel. AT 3-0229-Direct	121
Des Moines 7, Iowa	112-515-28-0229	
Firm		
Street		
City		************
State		
Print your name		



American's DYNA*PAK® Laundry Press





Operators will be spoiled by the DYNA-PAK'S fast, smooth operation. It's quiet, too—a real pleasure to work on. (We have to caution you though—if you have several press operators you'll probably have to buy each of them a DYNA-PAK Unit).

Maintenance Engineers will be spoiled by the DYNA-PAK'S unusually simple design. No toggles, cams, levers or pivots to lubricate, adjust or replace. Only nine lubricating points (7 grease, 2 oil). And, up to 400 fewer parts than any other laundry press now on the market.

Plant Managers and foremen will be spoiled by the new, higher standards they get in production and quality of work. DYNA-PAK'S ease of operation keeps employee morale high, makes the training of new operators a snap.

You Too, will be spoiled by the way DYNA-PAK out-produces every other press you've ever seen. No other laundry press has such instant response, such smooth, quiet, shock-free action. No other press can match it for fine quality finishing. No other press will make so much money for you.

Don't wait. You owe it to yourself to try a DYNA-PAK soon. Ask your nearby American representative to show you one in action or mail coupon for Catalog AK 230-002.

You get more from



American Laundry Machinery Industries Cincinnati 12, Ohio

American Laundry Machinery Industries ALM-805 Cincinnati 12, Ohio

Send Catalog AK 230-002 on American's DYNA-PAK Laundry Press.

Zone___

Name

Firm Name

Address

City_

State

ALLIED trade NEWS







JOHN J. WILSON



JAMES S. HUBBARD



MALE AND GELFAND

Wyandotte Chemicals Corp. has appointed John J. Wilson district sales manager for the New York territory after five years as field sales manager in the Philadelphia district.

James S. Hubbard, formerly the firm's New York manager, transfers to manage Cincinnati operations. Mr. Hubbard took over the New York post in 1959 after five years as Boston district sales manager.

E. S. Schmeling moves from Cincinnati to fill a district sales manager vacancy in Chicago after 11 years of management in the Cincinnati office.

Victor Kramer, Inc., laundry management consultant firm, has appointed Leonard Goodman vice-president. He joined the company in 1954 as an account executive, serving as laundry-linen consultant to hospitals, hotels and architects. Since 1956 he has been in charge of the firm's middle Atlantic division, serving as consultant to the state of Maryland's Department of Correction and Mental Hygiene.

Bailey A. Dickerson and Howard H. Harlan, of Troy Laundry Machinery, a division of American Machine and Metals, Inc., retired at the end of September. Both men are widely-known figures in the laundry machinery industry.

Harlan, who was federal sales manager for the firm in Washington, joined Troy in 1919 at Chicago as assistant to the chief engineer. He became chief engineer in 1930. He was named federal sales manager in 1940, and opened the Washington office a year later.

Dickerson progressed from an order clerk in the New York office to sales manager of the laundry machinery firm in 1940 until 1944, when illness forced him to resign his position for that of sales consultant.

Davies-Young Soap Company's vice-president, John R. Young, reports there are now 2,000 users of BCP and the carbon tower. He notes this process eliminates slurring, filtercake, retention losses.

Mr. Young also announced that McKague Chemical Co., Ltd., Toronto, handles this Davies-Young equipment in Canada.

Metropolitan Dry Cleaning Machinery Co., Inc., has appointed Robert Male vice-president, and director of New Jersey sales. He has been with the firm for six years. Mr. Male (left) is shown being congratulated by Robert Gelfand, president of Metropolitan.

Nortex Products, Inc., a wholly-owned subsidiary of Superpack Vending Limited, Scarborough, Ontario, Canada, has signed an agreement with Lever Brothers Co. under which Nortex will package Lever's detergent All in cylindrical containers to be sold by Lever for use in coin-op laundry vending machines. This is said to be the first time that individual portions of laundry products have been packaged in other than square boxes or flat packages.

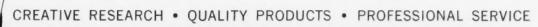
The Maytag Company has appointed C. Roy Josephs commercial laundry specialist. Mr. Josephs will be engaged in liaison work between Maytag and its commercial laundry distributors in merchandising coin-op washers, dryers and ironers. He will operate out of Maytag's Newton, Iowa, headquarters. Previously, he was district sales manager for an equipment firm.

Detrex Chemical Industries, Inc., has announced its full-scale entry into the coin-op drycleaning market. This follows an elaborate field-testing program that has had outstanding results, according to A. O. Thalacker, president.

He stated that the initial costs of the new coin-op units are competitive, and operating costs are claimed to be far less because of a new solvent clarification system. Tests are said to have indicated that cleaning and drying time will be cut in half by the new Detrex units.

Mr. Thalacker said his firm has standing orders for several hundred units and expects an immediate demand for many hundreds more. Detrex anticipates that the new coin-ops will add substantial volume to its drycleaning division in 1962, with its chemical sales proportionately increased. Sales will be made to professional drycleaners and established coin laundry operators.

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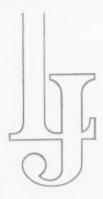


COTE BRINGS NEW SOFTNESS TO FABRICS

COTE®, Wyandotte's easy-to-use fabric softener, imparts smooth, fluffy finishes to towels, no-starch shirts, sheets, diapers—all linens. COTE is added dry to the wheel. It reduces static on synthetic fibers; prevents rolling on flatwork ironers; speeds up shake-out operation. Try COTE today and feel its softness on your fabrics.



WYANDOTTE, MICHIGAN . LOS NIETOS, CALIFORNIA . ATLANTA, GEORGIA



The issue in brief

Small-town PR

Here's a plant in Littleton, New Hampshire, that adopts every major recommendation of the National Public Relations Program for Professional Laundries. The move results in a dramatic change in image and improved sales picture.

For laundry managers

While there are no universally approved standards which have been agreed upon by both laundry managers and blanket manufacturers, Hugh Curley of the Hospital Bureau, Inc., points out some basic requirements by which a laundry manager may fortify his own experience to estimate a blanket's worth./ New York City laundry managers compare linen distribution practices./ "Laundry Manager of the Year" contest announced. Winner to be picked at Milwaukee.

Controlling supply costs

The answer lies in buying wisely and then making the most efficient use of the materials. LJ tells you how the inventory system and the requisition system can help you achieve both objectives.

Crankcase fume control

Henry Jennings looks at the problem of air pollution from the fleet operators' viewpoint. In this first of a two-part article, he discusses such things as operation, maintenance and cost of crankcase fume control which will soon be required on all new vehicles.

Apartment-house coin-ops

The New York City Housing Authority is landlord for one of the largest coin-op laundry operations in the country. It rents space to some 16 concessionaires who operate 2,000 pieces of laundry equipment in 80 public housing developments. Want to place a bid? Article tells where.

Deaeration defined

Engineer P. H. Williams tells why it's just as important to keep steam properly conditioned as it is to keep boiler feed water in shape. Insulating gases can reduce heat transfer to equipment finishing surfaces to rob you of production efficiency. Deaeration is the answer to steam purity.

Laundry sales trends

A. L. Christensen, laundry management consultant, takes a quarterly look at industry business conditions and finds laundry sales holding firm while drycleaning falls behind in last period.

Route training program

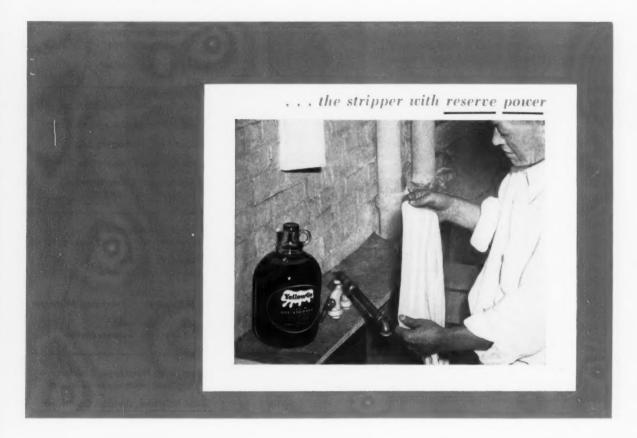
Lou Bellew describes an exceptionally thorough route training program which has helped increase sales by 17 percent at Sparkle Cleaners and Laundry, Bakersfield, California. The management here has really gone all out to develop a working Standard Procedure Manual for route selling.

Convention coverage

Morris Sanders tells New Jersey Laundry-Cleaners Institute why his company (Kent Stores of New York City) has ordered two \$78,000 Jet Stream machines./ Other reports on the Metropolitan Institutional Laundry Managers Association October meeting./ And highlights of the Laundering and Cleaners Allied Trades Association annual which took place at Las Vegas, Nevada.

For positive stripping action every time

use YellowGo®



No matter the color, no matter the fabric — YellowGo has what it takes to handle the toughest dye stains and fugitive color runs. Highly concentrated, YellowGo gives you the reserve power you need for hard-to-strip jobs . . . yet costs you less to use on run-of-mill jobs because you use less of it than weak imitations. YellowGo works cold too — enables you to control its action for maximum safety to colored articles. And you can use it safely in any washwheel — monel, stainless or wood — as well as in tub or crock. YellowGo comes in quarts, gallons and carboys . . . order some today from your jobber.

Ask about Wilson's new Laundryman's Stain Removal Kit...contains YellowGo and five other needed stain removal aids

A. L. WILSON CHEMICAL CO.

KEARNY, NEW JERSEY

"Stain
Removers" are our only business"



Something to think about-money

The problem of raising money for industry campaigns has always been a knotty one. As a result, even the best conceived plans never quite get off the ground. It doesn't seem to matter how little the cost might be, no idea manages to get anything like full financial support. Yet, conversely, everyone pretty much agrees that we should do *something* in the interest of improving industry prestige and welfare.

We recently met a chap who had the germ of an idea for getting everybody into the act and doing it on an equitable basis. The gist of his plan was this: Since everybody has to buy equipment, machinery and supplies, why not place an assessment on all purchases? The assessment would be collected as part of the purchase price by the allied trades and then turned over to the national customer associations to support their campaigns.

Since there's approximately \$400 million worth of machinery, equipment and supplies sold annually, an assessment of say 1 percent could put \$4 million into industry promotion coffers in a hurry.

Admittedly, there are a lot of "bugs" in the plan, but the prize to be won certainly makes it worth exploring.

Down in Atlanta, Georgia, the owners of several construction companies *did* find a relatively painless way to support a public relations program. They have it written into their union contract as a fringe benefit.

Labor negotiations should be a two-way street, they reasoned—if the workers are going to get something out of it, management should too. You just can't bleed the industry dry by increasing wages every time a contract comes up. A farmer knows that he has to fertilize the soil and rotate his crops, or he'll wear the land out. Similarly, if you do something to perpetuate the industry then both labor and management stand to benefit mutually.

Using such arguments, the owners managed to convince the union to take a cut in its original pay increase demands. And the balance of the intended increase was used to set up a fund for the industry's new "Construction Advancement Program."

Now 2 cents per man per hour goes to a designated bank to be used for public relations. The bank simply holds the money and the fund itself is administered by the owners. Since the fund is negotiated into the contract as a fringe benefit, it is deductible.

Somewhat similar sponsored programs are said to have been set up in Tampa, Florida; Philadelphia and Harrisburg, Pennsylvania. Edward B. Wintersteen Executive Manager

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Gerald Whitman, Associate Editor
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you can't afford SECOND BES'



A second best tumbler dryer . . . while it may sound like a good, smart deal at the time . . . soon costs you extra money in upkeep and operation. It loses sales . . . makes for dissatisfied customers. You live with a constant headache . . . and no one to turn to for help. You're stuck.

That's why you should insist on a Huebsch tumbler dryer. Here is a tumbler that is always first in customer-satisfying features. The Huebsch dryer is designed to be installed and used and not just sold. Its many exclusive "originator" features satisfy both the store owner and user. Sound engineering provides longer life, minimum of maintenance and more efficient drying, using fewer BTU's of gas input . . . a money saver from the very first load. The Huebsch tumbler is handsome in appearance, too, and available in any color.

With Huebsch, you are doing business with a reliable manufacturer . . . one who designs and makes its own tumbler dryers. You will appreciate the reliable service offered . . . the willingness of Huebsch to stand behind its products. You will appreciate, too, the interest Huebsch has in your business succeeding on a continuous basis and in protecting your profits and reputation.

you will like the

customer designed **HUEBSCH TUMBLERS** make friends for you!

- Magnetic Door Latch off-cleaning Lint Screen and Magic Carpet" Lint Removal Automatic Back-Draft Damper
- - Choice of Any Color
 - Standard or Coin Operated Models

JEBSCH

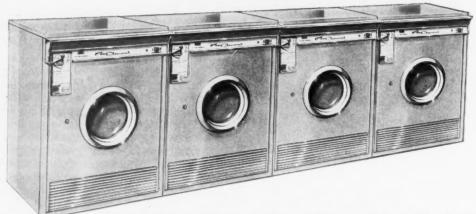
HUEBSCH ORIGINATORS

MILWAUKEE 1, WISCONSIN

First in Tumblers... First in Features

NOW!

COMMERCIAL COIN-OP Dry Cleanomat



Exclusive Vamco Dry-Cleanomat Features

- All stainless steel cylinder and condensation chamber with lifetime guarantee.
- · Porcelain exterior cabinet
- Equipped with Vamco-Arvan commercial hydraulic strof-o-matic filter
- Exclusive Vamco-Arvan clean solvent tank permits full operation even while precoat-

ing filter

- Available in batteries of 2 or more for maximum flexibility
- Full 9 lb. capacity
- Pushbutton electrically controlled door interlock — cannot be opened while in operation

SPECIFICATIONS: PORCELAIN CYLINDER — MODEL DCP-62 STAINLESS STEEL CYLINDER — MODEL DCSS-62

CAPACITY -9 lbs.

CYCLE - 39 minutes.

FINISH—Cabinet top—blue porcelain. Front—blue porcelain. Cylinder—stainless steel (Cylinder has removable stainless steel rib for lint clean out).

COIN METER — Electrical, actuated from coin mechanism which can be set for 1 to 11 quarters with coin return and rejector.

BEARINGS—Heavy duty ball bearings with Viton "A" Seal—permanent type.
TRANSMISSION—Two speed can belt

TRANSMISSION—Two speed cog belt and roller chain drive with centrifugal

clutch. Quiet, smooth spin-speed 430 R.P.M.

DOOR INTERLOCK—Electrical pushbutton energizes solenoid to open door. Door cannot be opened by customer in case of power failure,

SOLVENT DRAIN — Gravity dump valve, flapper check valve type, solenoid actuated,

DIMENSIONS

 Height Overall
 43½"

 Width
 30"

 Depth
 27½"

 Cylinder Diameter
 25-11/16"

ELECTRICAL RATINGS—3 wire, 230V, 60C. Single Phase Fusing 30 Amp. Heater coil—3350W, 250V. Aquastat 100°-240° F. relay, 2 wire, 120V, 60C.

MOTORS — Drive motor 2 speed. $\frac{3}{4}$ — $\frac{1}{2}$ H.P. 1725-1140 R.P.M. capacitor start with overload protection.

Blower motor 1/8 H.P. 115V, 60C.

EQUIPPED WITH VAMCO FILTRATION SYSTEM MFD. BY ARVAN PRODUCTS INC.
(A wholly owned subsidiary of VAMCO — see filter specifications)

Built and backed by

Over 25 years' experience engineering and manufacturing commercial dry cleaning and laundry equipment

VENDING APPLIANCE MANUFACTURING CORP., 333 Atlantic Ave., Brooklyn 1, N.Y.

Now!

20 LB. Duo Mash



The Vamco Duo-Wash washer-extractor is a heavy duty machine specifically designed to thoroughly wash and damp dry up to 20 pounds of laundry. Its speed, economy, convenience, simplicity and safety are years ahead of other washer-extractors.

Here, at last, is a commercial washerextractor, only slightly larger than a domestic machine, that assures you years of heavy-duty, excellent washing and extraction performance, at low operating cost and minimum maintenance.

Double Load Commercial Washer-Extractor

SPECIFICATIONS: HEAVY DUTY 20 LB. COMMERCIAL WASHER PORCELAIN CYLINDER — MODEL VWP-62 STAINLESS STEEL CYLINDER — MODEL VWSS-62

CAPACITY - 20 lbs. dry weight.

CYCLE — 20 to 25 min. (also available with 31 to 38 min. timer), Visible dial showing wash, rinse, and spin periods.

FINISH — Cabinet top — Porcelain. Front — Porcelain. Side panels — Bonderized and baked enamel. Frame — Heavy duty steel welded to tub body and complete assembly porcelainized, completely eliminating rusting.

CYLINDER — Porcelain or stainless Steel (slightly additional cost). (Cylinder has removable rib for lint cleanout.)

TRANSMISSION—Two speed cog belt and roller chain drive with centrifugal clutch. Quiet, smooth spin. Wash speed 52 R.P.M. Spin speed 430 R.P.M.

DOOR INTERLOCK - Electrical

push-button energizes solenoid to open door. Cannot be opened by customer while in operation.

DRAIN—Gravity dump valve, solenoid actuated, or pump-belt driven from double end motor shaft, 2" inlet.

WATER TEMP. SWITCH - Electrical, toggle type.

WATER SUPPLY-15 to 120 P.S.I.

DIMENSIONS	
Height Overall	431/2"
Width	30"
Depth	271/2"
Cylinder Diameter25-1	1/16"
Tub Diameter	27 5/8"
Door Opening	12"

 WEIGHT
 Shipping
 440 lbs.

 Net Wt, approx.
 420 lbs.

MOTOR-2 Speed 3/4 H.P.-1/2 H.P. 1725-1140 R.P.M. Capacitor start with overload protection.



VENDING APPLIANCE MANUFACTURING CORP.

333 Atlantic Avenue Brooklyn 1, New York

Please write, wire or phone for additional information.

Please indicate Type of Business:

- ☐ Distributor
- Coin-op Laundry
- ☐ Dry Cleaner

Dept. H

Built and backed by

Over 25 years' experience engineering and manufacturing commercial dry cleaning and laundry equipment

VENDING APPLIANCE MANUFACTURING CORP., 333 Atlantic Ave., Brooklyn 1, N.Y.

How Littleton changed its image . . .



CIRCA 1900 The Fogg family took over the Littleton Steam Laundry with its four horse-drawn wagons back in 1906



CIRCA 1948 Motor trucks had long since replaced horses but note old-fash-

Can SMALL-TOWN LAUNDRIES profit from the national PR program?



"YES", says Rowell Fogg of Littleton,

N. H. (pop. 5,000). He's adopted every major recommendation of the program and achieved some startling results

SOME LAUNDRYMEN believe the recommendations of the National Public Relations Program (PR for PL) are chiefly of benefit to the "big plants" in the large cities.

A. Rowell Fogg, owner of Littleton Fabric Care Services, proves "'tain't so." A most enthusiastic supporter of the program, he has gone further than most plantowners to apply its basic ideas to his operation, including plant tours, movie and filmstrip showings, literature distribution, school program, all phases of home counseling, advertising, publicity and public relations.

Furthermore, his plant record justifies his confidence in the PR program. Sales are 9 percent up over last year.

SIZE NOT IMPORTANT

Littleton lies nestled in the White Mountains of northern New Hampshire, just a few miles from the Canadian border. It has a permanent population of 5,000, swelled to perhaps twice that number during the three and a half-month summer tourist season. The few settlements within the laundry's present trading area are all considerably smaller than Littleton.

Yet Littleton Fabric Care Services is doing a gross business of over \$100,000 a year, and volume is steadily rising, despite depressed conditions in some of the surrounding area.

Mr. Fogg, a shirtsleeve operator with boundless enthusiasm and a rest-



ioned building and similarity of lettering to that used at turn of century



TODAY The Littleton plant has a modern front, a home counselor, new name, new slogan and a lamb trademark connoting gentleness and fluffiness. Recognize the truck?

less mind that is constantly spawning ideas, feels that the PR for PL Program offers unlimited opportunities for large and small operators alike if they will put it to work.

"I joined the PR program when it was first launched," he says. "Although I believed in it wholeheartedly, I hesitated about applying its recommendations until 1960."

When he did decide to take the plunge, he went about it with typical thoroughness and enthusiasm.

His first big step was to put a new face on the building that had housed the laundry since the turn of the century. Spacious plate-glass windows replaced the old-fashioned panes. A new pastel-colored wood siding covered the drab slats. In place of the old wooden stairway, he installed a modern entranceway with wrought-iron railings and concrete steps. Electric light bulbs gave way to soft fluorescent lighting. Large flowerboxes were installed at eye level on the outside of the building.

THE NAME'S THE THING

One of the most important steps, in Mr. Fogg's opinion, was discarding the old name, "Littleton Steam Laundry." In its place he substituted "Littleton Laundry and Dry Cleaning," but as it turned out, this was a shortlived interim name.

In April 1961 the phrase "Fabric

Care Services" replaced the conventional descriptive words for the laundry's services.

"There isn't the slightest doubt in my mind," Mr. Fogg says, "that this one recommendation is worth everything we have paid into the program. Overnight, we gained new prestige. To me, and I think to our customers, this phrase says 'We are the experts in every phase of fabric care.' It removes us from the category of mere washers of dirty linen. It gives us new status and dignity."

The new name now appears on Littleton's three trucks, its stationery, letterheads, lists, buildings, posters, packaging, advertising and on the uniforms of counter girls and route salesmen. It's a source of new pride and purpose.

ADD THE FEMININE TOUCH

His next move was to designate a flesh-and-blood home counselor to take the place of the "in name only" counselor the firm had started off with. Assigned to the job was a former bookkeeper, Nancy Judge.

In October 1960 she was asked to return to work on a part-time basis. "She didn't know it then," says Mr. Fogg, "but I really called her back then so I could send her to Joliet to attend the first Home Counselor Workshop in December and then help me put the program into action."

Nancy flew to Joliet and, with the knowledge gained in the workshop, offered her counseling services to the homemakers of Littleton under the name "Nancy Jay." (She'll be going back to Joliet again next month to gain more knowledge about her job.)

Some laundrymen believe that in a small town, where everyone knows everyone else, you can't get away with a "stage name" for a counselor. This wasn't true in Littleton. People accept it as a useful fiction in the same way they accept the assumed names of actors and other celebrities.

Nancy Jay works full time. She does counseling by phone, in the home, and at the plant. Since the firm opened a coin-op next door to its call office, she frequently gives coin-op customers advice on proper laundering procedures. Part of her duties also involves handling claims and complaints.

The Ad Packs are read carefully and culled for ideas. For one thing, the chatty "women to women" column has been picked up for advertising purposes and appears in the local newspaper under the heading "Nancy Jay Says." Another idea picked up from the Ad Pack is the laundry's classified telephone directory listings—"If you're looking for the best, you've found it." The generous use of white space and the uncluttered

THE button trap

NOM DE PLUME: The zany Ritz brothers are said to have got their name from the laundry across the street from their first agent's office.

ELEMENTARY, SIR: At Charminster, England, an employee who had been dipping into the till of Continental Cleaners was quickly apprehended when traces of gentian violet dye were found in his pockets. The dye came from some silver coins which had been "planted" in the register as bait.

NO SKIDDING: At Bonner Springs, Kansas, Mrs. Melba Mitchell made the news by having her wall-to-wall carpeting installed on the living room ceiling. It doesn't get soiled there and she explains her six children would have wrecked the new rug in no time.

SMASH OPENING: When the key to the front door of a new cleaning store couldn't be found for the official opening ceremonies, the guest TV star—known to the British public as "Mr. Pastry"—grabbed a window washer's ladder and crashed through the front door. A cheer went up from the crowd.

HELPFUL HINTS: Want to remove a burned spot from a rug? The syndicated columnist Heloise recently advised a reader to rub the spot briskly with a silver coin and then go over it with half of a raw, hard cabbage. She says the Chinese clean their rugs this way in the factories.

UNDERSTANDING TYPE: In Stamford, Connecticut, a man took five stitches in his scalp when his wife allegedly hit him on the head with a flatiron. He refused to press charges.

CLEAN BREAK: In Chula Vista, California, police are baffled by thieves who have stolen several hundred dollars from coin-op laundry changemaking machines without leaving a trace as to how they were manipulated to make them work.

Can small-town laundries profit . . .

layout make Littleton's ad stand out on the page.

SPRINKLE WITH IDEAS

Nancy Jay has conducted several outstandingly successful promotion and goodwill-building projects.

One was an offer of a new Easter bonnet worth \$25 and six gift certificates for women whose day and month of birth matched or came closest to dates drawn from a hatbox. Entries were obtained by cards distributed by route salesmen and coupons in the newspaper.

Two file boxes of entries were received, and every day while the contest was running people would drop in to see if the winners had been chosen. The entries provided the company with the names of many prospects and the raw material for another type of promotion. Specifically, the company mails out cards to homemakers on their birthdays.

Many women have stopped Nancy Jay on the street and thanked her for her thoughtfulness. One woman said it was the only card she had received in the mail and that it had really cheered her up.

Littleton Fabric Care Services observed "Salute to the Housewife" Week last year with gift handkerchiefs, bundle inserts and posters, and is planning an even bigger observance this year.

SEASON WITH VISUAL AIDS

As soon as the new industry movie. "Fabric Care Magic," was offered for sale, Mr. Fogg ordered a print and plans to put it to extensive use in the schools, at club meetings and elsewhere. He has also ordered a print of the new filmstrip, "The Professional Care of Fabrics," and was one of the first to purchase the "Handbook on Fabric Care." He has ambitious plans for using these visual aids as a sales and prestige builder in the schools, at "open house" receptions in the plant and elsewhere.

One idea he and Nancy Jay are giving considerable thought to is a neighborhood party, put on in the home of a selected homemaker, where the film or filmstrip would be shown, followed by a talk on fabric care and the serving of refreshments.

Mr. Fogg believes the idea has tremendous potential. The hostess would be reimbursed with a check or perhaps free laundry service and others attending might be offered a trial service. These details will have to be worked out, but management is confident the idea can be a continuing source of new prospects. It should also be noted that the laundry is also in the "Welcome Wagon" program, offering free laundering and drycleaning to newcomers to Littleton.

Littleton Fabric Care Services advertises in the local weekly and the shopping news. Radio has been a problem because the nearest station is in St. Johnsbury, Vermont, about 30 miles away. Within the past few weeks, however, Littleton has extended a route into St. Johnsbury and the event has been heralded by an intensive promotion campaign using Home Counselor Nancy Jay's voice.

The firm has call offices in five outlying towns and two regular routes, plus a third commercial route during the tourist season. The plant employs 36 persons in peak season and 16 the balance of the year. There are no other laundries operating in Littleton, but some outside laundries have routes in Littleton. The plant started a drycleaning service in July 1960 and has three local competitors for this service.

DON'T RUSH RESULTS

Mr. Fogg credits the PR program for his recent successes. "It's hard to make any sort of accurate appraisal because so many factors enter the picture," says he. "But our sales are definitely up and we are most enthusiastic about the future. If we didn't have the PR program, I doubt whether I could make that statement.

"If I were looking for an overnight dollar return from the PR program, I'd probably throw it out the window. But we're looking at this from a longer-range basis. We're building—prestige, goodwill, customer confidence, employee pride—and I'm convinced, in the long run, increasingly larger sales. Even in a town our size, there's plenty of business to be had if we'll work at it. We decided the best way to work at it is to follow the PR program recommendations."



Tenants' laundry needs are catered to in the New York City Housing Authority's public housing developments throughout the city. Modern coin-operated laundering equipment is provided, operated and maintained by concessionaires

New York City's Governor Alfred E. Smith Houses contain 1,935 apartments in 12 buildings, ranging in height from 15 to 17 stories. Has an estimated population of 6.580 persons

PUBLIC WASHING . . . BIG BUSINESS IN THE BIG CITY

THE NEW YORK CITY Housing Authority is landlord to one of the nation's largest coin-metered laundry operations.

In 80 public housing developments in the five boroughs of New York City, the Authority has in operation a total of 1,968 various laundering and drying machines—including 903 nine-pound washers, 535 sixteen-pound washers, 203 extractors, and 327 commercial-size dryers, in addition to such accessories as folding tables, soapand detergent-vending machines, starch sinks, and other necessities of a coin-op installation.

The Authority provides the essentials of the operation—floor space, light, heat, gas, hot water, electricity, and the basic plumbing installation—but the operators provide the machines, keep them in A-1 condition, and replace them when necessary. The concessionaire also provides an attendant while the laundering facility is open. In most developments, laundering hours are from 8 a.m. until 5

p.m., but where the traffic demands evening hours, the facilities remain open with an attendant constantly present.

The normal minimum charge to tenants is 15 cents for a 9-pound wash or 25 cents for a 16-pound wash, plus 10 cents each for extracting and for a drying period.

The 16 concession operators pay a prearranged return to the Authority based on the number of machines. In 1960 this amounted to \$165,519, from laundering operations in the various developments. (That averages out to about \$1.61 per machine per week that concessionaires pay the Housing Authority.)

The number of washers, extractors and dryers placed in each location depends on the size of the development, the families to be serviced, and facilities in the surrounding area. The general arrangement of the laundry facility is determined by the architect. The concessionaire must meet the architect's specifications and regula-

tions set up by the Management Division of the Authority.

Concession contracts are generally arranged on a five-year basis. The Authority is currently open for bids for operating laundry facilities in 25 developments now under construction and 26 others in various stages of planning. Manufacturers, dealers, or contractors interested in bidding may write to Mr. Lawrence Troeller, Chief, Engineering Division, New York City Housing Authority, 299 Broadway, New York 7, N. Y.

The Authority is headed by a threeman board appointed by the Mayor. William Reid is chairman of the Authority, Ira S. Robbins vice-chairman, and Francis V. Madigan member. Gerald J. Carey is general manager.

When the Authority's presently planned program has been completed, it will be providing 150,994 apartments in 150 developments for an estimated 590,000 persons—and the total investment in public housing will have reached nearly \$2 billion.

WHAT EXACTLY are hospitals looking for in an "ideal" blanket? Is there a specification available that may give manufacturers an idea on what to shoot for, and at the same time be used by institutional LM's to help evaluate the quality of any given blanket?

Unfortunately, the answer is NO—if we are referring to a specification or set of standards universally agreed to by LM's and manufacturers alike. Some excellent trail-blazing has been done, however, by the American Standards Association in its requirements for woven blankets (L24.2.9—1955) and a voluntary standard of the trade, Commercial Standard 136-46, Blankets for Hospitals.

By using these requirements as a basic guide and the following suggested standards as a modification or amplification, the individual LM, with the help of his own experience in blanket evaluation, can arrive at a reasonably objective estimate of a blanket's worth.

One further point: To the best of our knowledge, there is no blanket currently available that will meet all of these requirements as set forth. The LM should determine which of the blankets he is evaluating meets more of these and his own requirements than any other, and make his selection accordingly. Incidentally, the sections on material, thread count, and thickness do not apply to the new cellular cotton blankets.

1. Material. The blanket should be woven from 100 percent virgin fiber. Reworked or reprocessed fiber products, although promoted at bargain prices, are generally not a bargain. The blanket should be supplied in a short-nap construction since a highly napped blanket, while more attractive-looking initially, may exhibit a tendency to "pill" or "mat" when washed at the higher temperatures mentioned in Part I. The ends of the blanket should be double-loop-stitched with nylon thread instead of the usual satin binding.

2. Sizes and tolerances. The three most common hospital blanket sizes are 60 by 84, 66 by 90, and 72 by 90 inches. By far the most popular is the 66 by 90-inch size. Each blanket as received should be supplied with a dimensional tolerance of plus or minus one-half inch in the length and width directions. Regrettably, the practice of some mills is to deliver blankets several inches larger in the width and several inches shorter in the length. This may not have presented any difficulty in days gone by, but with the increasing popularity of the 80-inch mattress in hospitals, considerable tugging and pulling during bedmaking may be the result of any appreciable length deficiency.

3. Warmth. The warmth desired in a hospital blanket is the single most difficult factor to evaluate and one for which no commonly agreed-upon standard exists. There are, of course, thermal conductivity tests, but considerable disagreement exists on how to interpret the results of these tests, and whether slight or moderate superiority in B.t.u. for one blanket over another can be translated into increased patient comfort. Fortunately, with the adoption of year-round temperature conditioning by many hospitals, the warmth of a blanket is not nearly as important today as previously. It may be stated that any blanket that has

WHAT ABOUT HOSPITAL BLANKETS?

Part II—Suggested standards

by HUGH P. CURLEY, Assistant Research Manager, Hospital Bureau, Inc., New York City

sufficient weight as stipulated will provide adequate warmth.

4. Weight. An acceptable hospital blanket will weigh between 11 and 12 ounces per square yard. For instance, a 66 by 90-inch blanket should weigh between 3 and 3½ pounds. At one time a 66 by 90-inch hospital blanket was expected to weigh 4 pounds or even more; however, temperature conditioning noted under Warmth may some day make a ½-pound blanket an acceptable standard.

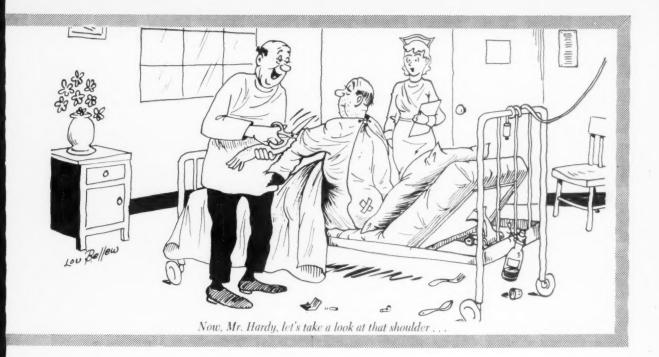
5. Thickness. 0.180 to 0.200 inch, when measured by a compressometer of the type described in Commercial Standard 136-46, Blankets for Hospitals.

6. Thread count. Thread count in itself has been found to have very little connection with over-all blanket performance. Hence any thread count that will deliver good tensile strength, minimum shrinkage, and presentable appearance may be considered acceptable.

7. Breaking strength. Breaking-strength figures are an indication of a blanket's longevity. Generally speaking, the higher the breaking strength, the longer the blanket may be expected to last, all other things being equal. The American Standards Association stipulates 30 pounds breaking strength in the warp (length) direction and 25 pounds in the fill (width). We feel, since figures for several blankets commercially available are several times stronger, the standard might easily be raised to 45 pounds in the warp and 40 pounds in the fill.

8. Flammability. The blanket under examination should be flame-retardant when tested according to ASTM Test Method D1230-52T. Flame retardance means the blanket will not support combustion when ignition source is removed or shut off.

9. Static electricity. Measured value should not be less than 5 x 1011 ohms (per unit square of the blanket) when tested at an ambient relative humidity of 40 percent by Method 76-54 of the American Association of Textile



Chemists and Colorists. This lack of static-generating properties should not be produced by a temporary treatment, but should last for the life of the blanket.

Note: A common misconception exists about the hazard of using synthetic or wool blankets in oxygen tents. Some hospitals in an attempt to be overzealous in fire control have prohibited the use of static-generating blankets in an oxygen tent. They believe (erroneously) that static electricity represents a fire hazard in a pure oxygen atmosphere. Such is not the case.

LM's are invited to review a report of a study of the possibility of static sparks igniting materials normally used with oxygen tents. The article, entitled "Tests Evaluate Fire Hazard of Static Sparks," appeared on page 154 and following pages in *The Modern Hospital*, September 1960. The author, Mr. Plano, concludes: "The fire hazard from static spark in an oxygen tent under ordinary operating conditions must be considered impossible." It is important, therefore, to distinguish carefully between the two conditions: explosiveness in the O.R. (wools and synthetics may *not* be used) and flammability in the oxygen tent (wools and synthetics may be used).

10. Mothproofing. If the blanket contains animal fiber in any percentage, it should be certified permanently mothproof by the manufacturer.

PERFORMANCE REQUIREMENTS

As an addition to the physical requirements just stated, the Research Department of the Hospital Bureau has established a set of empirical performance requirements that has been useful in establishing a given blanket's quality. Institutional LM's may be interested in comparing their own performance tests with the ones described here.

1. Launderability. An acceptable blanket should have a presentable appearance and feel after at least 200 hospital

launderings at a minimum washing temperature of 110° F. and a minimum drying temperature of 160° F. in a hot-air dryer.

2. Shrinkage. After 10 processings at the above temperatures, the blanket should exhibit no more than 6 percent shrinkage in either the warp or fill direction.

3. Stain resistance. The test blanket should be spotted with common hospital contaminants such as coffee, tea, blood, urine and concrete soil, and allowed to stand for 24 to 72 hours. All contaminants should be completely removed after one laundering as specified above.

4. Colorfastness. If a colored blanket is being tested, there should be no noticeable change in blanket color after 10 such processings. This may be determined by comparing the laundered sample with an unlaundered one. To test for color transfer, a piece of white sheeting may be sewed next to a section of the blanket and examined after laundering for any color transfer from the blanket.

CONCLUSION

This report discusses the quality of the major types of blankets currently being supplied to hospitals and some of the requirements, both physical and performance, that may be adopted or adapted by the individual LM to help him evaluate and select a suitable hospital blanket.

We realize that this discussion at best catches the institutional blanket in midstream, as it were. As this is being written, new fibers, new blends and new constructions are in the "mill" and, as these become available, conclusions as to what constitutes quality may have to be expanded; requirements may have to be enlarged.

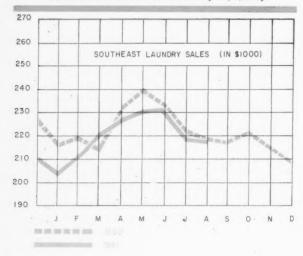
In the long run, the institutional laundry manager will have the final word on this. He can take heart in his efforts, however. Blankets are of good quality now, and we expect them to be of even better quality in the future.

HOME LAUNDRY EQUIPMENT SALES

(in thousands of units)



SOUTHEAST LAUNDRY SALES (in \$1,000)



How's Business?

Total sales of all home laundry appliances in August increased 12 percent over the same month of the preceding year.

This brought total sales for the year to only four percent below the corresponding eight-month period of 1960. By year end, Guenther Baumgart, president of the American Home Laundry Manufacturers' Association, expects sales will equal or even surpass 1960 sales.

Home washer sales totaled 332,562 units for August 1961 as compared to 296,499 units sold in August 1960. This represents a 12 percent increase.

Home dryer sales increased by 16 percent, going from 105,119 units sold in August 1960 to 122,346 in 1961.

Family laundry sales were off six-tenths of one percent for Atlanta plants this August as compared to August 1960 figures. The plants in outlying areas fared better with sales off only one-tenth of one percent from the preceding year.

Drycleaning sales showed a healthy 2.5 percent gain in Atlanta as compared to a four-tenths of one percent increase in surrounding areas.

Total sales (laundry and cleaning combined) are even for the year to date in Atlanta, and 3.1 percent behind elsewhere in the five Southeastern states under study.

Laundry business trends

New Jersey

five weeks ended Sept. 2 Laundry route sales

—no change from last year

Drycleaning sales

-10.0% more than last year

Total sales

—1.0% more than last year

New Jersey Laundry and Cleaning Institute

New England

Aug. 5—5.8% more than last year

Aug. 12-5.3% more than last year

Aug. 19-0.3% more than last year

Aug. 26-1.3% more than last year

Sept. 2-7.6% more than last year

Carruthers & Co., Boston

New York

five weeks ended

Sept. 2-2.3% more than last year

M. R. Weiser & Co., New York

Southeast

Aug.—1.0% less than last year

J. R. Wilson & Co., Atlanta

Sales Firm in August

by A. L. CHRISTENSEN

A. L. Christensen and Associates

TOTAL SALES picked up after a setback in May, with 43 percent of the reporting plants showing increases which averaged 10.87 percent.

Retail Laundry Sales: Total retail laundry sales continued to sag as they have in seven out of ten of our past quarterly surveys. However, 47 percent of the plants did *increase* their retail laundry sales, with an average gain of 8.21 percent.

The hardest hit service was drycleaning, down 3.27 percent from a year ago. Only 27 percent of the plants with drycleaning sales showed improvement here. Their average increase was 13.94 percent.

Here are some of the reasons cited for the change: "Laundry prices increased approximately 10 percent in May 1961." "We lost a government contract for drycleaning (worth about \$25,000 a year) and were awarded a laundry contract (for about \$65,000 a year). Retail laundry is off badly. We are working harder, both with routes and pick-up stations, but have not been able to stop the decline.' "Two new cut-rate drycleaners and two coin-op drycleaning units in town caused decrease in our drycleaning." Commercial and wholesale: Two out of three plants had some commercial and wholesale business in August 1961. Of those who also had some the year before, better than half had increases. Their average increase was 24.93 percent.

One of the managements reported part of its increase was due to a rate increase amounting to one cent a pound.

Rental Services: Nearly half the plants reporting offered some linen and/or garment rental service in August 1961. Eight out of ten who had been in this business the year previously showed increases. The average increase was 30.74 percent.

Taking all laundry services into account, just over half the plants showed increases with the average up 11.43 percent. Nearly three-quarters of the plants reporting included some commercial sales or rental service or both.

Christensen's Quarterly Review 1960-1961

SALES-Percent Increase (Decrease)

(compared to same months of previous year)	Nov. 1960	Feb. 1961	May 1961	Aug. 1961
Laundry				
Retail	(1.05)	(2.44)	(2.14)	(.27)
Comm. & whsle.	(.28)	.63	4.39	4.26
Rental	8.33	7.91	12.90	11.08
Total laundry	(.37)	(.59)	(.49)	1.30
Drycing. & storage	3.71	5.61	(.55)	(3.27)
Rug cleaning	(3.71)	(12.71)	(1.36)	24.43
Other services	23.29	25.12	13.72	8.53
Total sales	1.22	1.21	(.48)	.58

Some 43 percent of the plants reporting showed an increase in total sales during Aug. 1961 as compared to sales for Aug. 1960

SERVICES—Percent of Total Sales

	Nov.	Feb.	May	Aug.
Laundry				
Retail	52.53	49.90	51.99	54.16
Comm. & whsle.	10.36	11.68	9.86	13.87
Rental	5.23	10.16	8.06	7.74
Total laundry	68.12	71.74	69.91	75.77
Drycing. & storage	29.09	26.84	28.47	21.79
Rug cleaning	.45	.33	.49	1.32
Other services	2.34	1.09	1.13	1.12
Total sales	100.00	100.00	100.00	100.00

Laundry retail sales remained fairly steady but accounted for only a little more than half of the total sales income during the survey year

PRODUCTIVE LABOR COSTS—Percent Increase (Decrease)

	Nov.	Feb.	May	Aug.
Laundry	(1.77)	(2.28)	(3.01)	(.51)
Drycleaning	(1.32)	1.42	(5.43)	(2.54)
Rug cleaning	(9.01)	(8.38)	7.88	38.07
Other services	26.67	60.95	17.81	(.29)
Total	(1.56)	(1.29)	(3.38)	(.41)

When productive labor costs are figured in relationship to percent of sales, the cost percentages tend to stay fairly steady from year to year

IMPROVEMENT FACTOR—Increase (Decrease)

	Nov.	Feb.	May	Aug.
Laundry	1.40	1.69	2.52	1.81
Drycleaning	5.03	4.19	4.88	(.73)
Rug cleaning	5.30	(4.33)	(9.24)	(13.64)
Other services	(3.38)	(35.83)	(4.09)	8.82
Total Improvement	2.78	2.50	2.90	.99

The Improvement Factor is the difference between the percent change in sales and the percent change in productive labor costs. A decrease calls for action



Here's how to control supply costs

The answer lies in buying wisely and preventing waste or loss

PRODUCTIVE SUPPLIES represent one of the largest single cost factors facing laundry managements after salaries have been paid. Their purchase takes anywhere from 8½ to 10½ cents out of every dollar coming into the plant now. And if prices continue upward as they have in the past, managements can look forward to an even larger bite in the future.

While there isn't much that can be done to keep prices from rising, you can do something about using your supplies more effectively. The answer lies in control—control of purchasing and inventories.

In too many plants this is left largely to chance. Success in any business, however, hinges on two things: (1) the ability of management to purchase wisely, and (2) the installation of proper safeguards to prevent waste and pilferage. These two steps are basic, regardless of plant size.

SETTING UP A PURCHASING PROGRAM

There's more to purchasing than trying to get the best price. A good purchasing system requires the keeping of records, analyzing them and acting accordingly. You must know what you're buying, how much you've got and how much you need, if you are really going to control purchasing. Price vs. value: Price is important but it should not be the main consideration in purchasing supplies. Products should be purchased on the basis of their own merits and value. Some products may cost less because they are watered down. They may cost you more in the long run if it takes more to do the same job. You must pay for value received.

You should not depend entirely on the recommendation of your superintendent or department foreman. Nor on your personal liking for a particular salesman. Shop the market on larger orders, by all means, but don't confuse price with value.

Responsibility: Where possible, the responsibility for purchasing should rest with one department or one individual rather than be left to the discretion of the superintendents in each and every department. Management should know, of course, that the proper supplies are currently in use before allowing further purchases to be made.

Purchase orders should be submitted in writing. You'll save yourself a lot of trouble and misunderstanding by giving a detailed description of the item required, including the price, quantity, size, delivery, etc. Giving an order verbally has its limitations.

Supply usage: Wise purchasing also entails knowing how much to buy. It's not good business to run short, any more than it is to tie up your money by overstocking.

One rule of thumb is: Never buy more than a threemonth supply of anything, nor less than one month's supply. Many consider a 60-day supply the best bet. You can arrive at your own decision on this by considering the following questions:

How much is used per month?

How much cash is available to invest in inventory? Is the price trend for the item up, down or stable? How far ahead can future prices be predicted?

Is there a possibility that the item may deteriorate in storage?

How long does it take for delivery? Can the item be purchased locally?

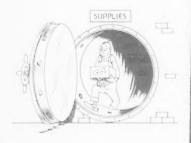
Control methods: There are two methods for determining and controlling the amount of supplies used—the requisition method and the inventory method.

The requisition method is generally used by larger plants having a separate, supervised stockroom. Supplies are issued from stock only upon receipt of a requisition slip.

The bigger plants allow daily requisitioning of supplies. At one such plant, the supply man picks up the slips each morning from several strategically located boxes which are used for that specific purpose. When he delivers the material to the employee who ordered it, that employee must sign for the supplies. While this would seem to be a nuisance, it's the basis for sound control. First of all, it lets the employees know the supplies have value. Second, the slips provide management with a means of determining supply usage and the basis for establishing a purchase budget.

At another large plant, the requisition slips are retained

Two standard forms used in the inventory method for determining and controlling the amount of supplies used in laundering operations





by the supply department until the end of the week. Then the man in charge of the department submits a report totaling the week's supply consumption. This becomes part of the weekly operational report to top management. The plant has set up its own norms for each supply item, compared to plant volume, percentagewise. If these and other factors vary to any degree, management takes quick action to find out why. In addition, plant supervision has a bonus arrangement that ties in directly with these cost factors. Bonuses are awarded quarterly to supervisors, if they keep within or below these cost standards. It helps keep costs within reason.

The requisition system can be used in medium-sized plants with some modification. For example, at one plant the plant manager is charged with the responsibility of the stockroom and requisitions are made on a weekly basis. On Fridays, the last work day of the week, each employee submits a requisition slip for supplies needed for the following week.

The supplies are distributed to each station on Saturday and the slips are turned over to the office for proper recording on the master control card.

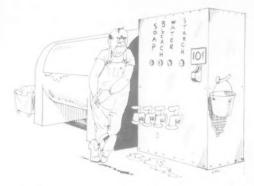
The inventory method, as the name implies, involves taking a physical inventory of supplies to determine usage. The inventory is taken at the beginning of each accounting period.

Two types of forms are used in this system—an Inventory Form and a Stock Record Form. These are standard forms which may be purchased at any office supply store. (AIL members may buy their Stock Record from the Institute, Order Form No. S.R.-11.)

Take the Inventory Form and list each item by name showing the approximate quantity in stock at the end of the month. If you use AIL's Uniform Account Classification system you will find it convenient to prepare three separate sheets—one for each of the following classifications;

- a. Laundry, Identification and Packaging
- b. Laundry, Washing
- c. Laundry, Finishing and Mending

List each item inventoried under the appropriate heading and add new items as they are purchased. Some managements feel there's little to be gained in counting every button, zipper and pin. In which case, one well-known laundry management consultant advises, they inventory



only those items representing 95 percent of their supply cost. This is adequate for cost control.

Once the physical inventory is completed, the Inventory Sheets are returned to the office. The unit costs are then determined, extended and totaled for each classification.

While the Inventory Forms are used to determine the supplies on hand, the Stock Records go a step further in that they help determine how much was used during the period.

The Stock Record is divided into three sections showing (1) supplies received, (2) supplies used, and (3) balance on hand.

You take your inventory at the beginning of each accounting period. All supplies purchased during the period are added to this figure, and the supplies on hand at the end of the period are deducted from the total. The final figure shows the quantity of supplies used and it's a simple matter to compute their costs.

Each item of supply is listed on a separate sheet. If a particular item is purchased in different sizes—e.g., nets—then each size net should be carried on a separate Stock Form sheet.

The Stock Form should also carry any and all additional information such as competitive bids and the minimum-maximum balance to be kept on hand. It's a simple matter to check these balances and make a list of the items which must be reordered.

The management that really practices control will also pay particular attention to the Quantity Used column

How to control supply costs . . .

from month to month and investigate any increases that may be noted.

. As soon as the Stock Records are completed, the adjusted totals can be incorporated in the company's financial statements to show accurate supply costs for the period.

Many plants simply charge all supply purchases directly to expense in the period the bill is paid. This is a lot easier than the two methods described above but it offers no control over supply inventories. Furthermore, it distorts the cost picture since cost will be excessive in one period and too low in another. And it makes budgeting impossible. These are all important factors upon which management bases its judgments.

MANAGING SUPPLY INVENTORY

All supplies should be kept in a clean, dry stockroom under lock and key. This latter point is important. Too many plants with hundreds, and even thousands, of dollars worth of supplies leave them within easy reach of anyone who chooses to take them. This leads to pilferage at worst and encourages waste at best.

There's no point in putting temptation in the way of your employees. Nor is it wise to create the impression that "there's plenty more where that came from."

The supplies should be kept in orderly fashion. Small items belong on shelves or in cabinets. Rolls of padding should be placed on shafts and carboys racked. Equipping the stockroom with scales and measures eliminates guesswork and offers one good way to keep supply cost down.

Once supplies are in order, it's important to establish a perpetual inventory system to maintain control. Some plants use a card system listing each item on a separate 3 by 5-inch card. These may be kept on or near the actual supply. Or the cards may be filed alphabetically and kept in a wooden box in the stockroom. Other plants use a ledger book setting aside a separate page for each item. This record is practically identical to the Stock Record retained in the office. It should contain the following information:

The supply and balance on hand (yards, gallons, gross).

The date, amount and price per unit of the last order. Receipt of new merchandise and the amount of each withdrawal.

Maximum and minimum requirements, so that you can tell at a glance when reorders are necessary.

Generally speaking, it is up to the person responsible for the storeroom to inform the management when supplies are running low. The master records can be checked to determine if the figures are in agreement.

It has been observed that the plants using control procedures are usually the ones that have the lowest supply costs. Keeping records makes them more conscious of their purchases and the importance of eliminating waste. In short, they have learned how to get more for their supply dollar.

How Deaeration

Removal of insulating

QUALITY OF STEAM is as big a factor in efficient low-cost power and heat supply as is quality of boiler feed-water. This was shown in a three-year test we conducted in San Jose, California. First-class finishing is virtually impossible where steam conditioning is treated as a matter of secondary importance.

Chemical changes, no less far-reaching than those in treatment of wash water, take place in the boiler cycle of steam to condensate, condensate to steam, and steam again to condensate. This heat-cycle factor enters into every calculation of laundry operation. Cost of labor, power, fuel, supplies, upkeep, repairs, are all directly influenced.

"But," a laundry operator retorts, "I use boiler compound." He has made the common mistake of treating boiler water, while ignoring the steam condition.

The purpose of a laundry boiler is to produce steam. The quality, the chemical reactions, the heat delivery capacity of that steam are all too often ignored and neglected. Stress on water treatment is vital—but it's only half the story.

Let's check our conception of a laundry boiler. "The boiler is an appliance for transmission of heat from fuel combustion to a point of application in the laundry process." This focuses attention at once on the medium of heat transfer—the steam. Is it doing the work efficiently?

Now start with the water. Some waters are ideal for both wash cycle and heat cycle. Other waters are acceptable for the wash cycle but not in the heat cycle. The average laundryman does not realize that preparation of wash water can set up trouble in the heat cycle. Often in speeding the wash cycle he has slowed efficiency in the finishing department.

The heat that pays dividends is only that portion available as needed at the point of contact with the work. The *sustained temperature* of processing machines is important in turning out high quality work at a permissable cost. It is just here that steam purity becomes a "must." If the steam is properly conditioned, the machine surfaces in contact with the steam will remain clean. Surfaces will not be insulated by entrained water and/or bubbles due to carryover and noncondensing gases in the steam. The heat transfer rate will be high. The machines will be hot and fast, quality good, and costs under control.

Oxygen in boiler water is discussed in every article on boiler water conditioning or deaeration. But oxygen is not the *major* problem in laundry steam. Efficient deaeration will eliminate it, along with other gases and objectionable steam conditions.

TO CHECK YOUR STEAM

One of the best small investments the laundry operator can make is in a "range finder" kit (from any leading chemical supply firm). It consists of a small test tube, a medicine dropper, a small bottle of test reagent and a color chart. The test tube is partially filled with condensate (or with condensed steam for a direct steam test). A few

Improves Production by P. H. WILLIAMS

gases from steam provides maximum heat transfer

drops of the reagent are added, and the color of the solution compared to the chart. The color indicates the pH of the condensate or steam, whichever is being tested.

NOTE: Condensate from the lines and steam condensed for the test are not the same thing. One may find boiler water highly alkaline, while the steam could be decidedly acid. More precise testing is done with a complete chemical test system of standard color tubes, and CO_2 and chloride test equipment. But the simple range finder kit can greatly help if the laundry operator will use it and give the matter a small amount of study.

Though the range finder indicates only the pH of condensate or steam, it tells a lot about a heat cycle when rightly understood.

When water passes through the water softener and comes out ideal for the washroom it may be far from ideal for boiler feeding. The carbonate alkalinity remains in the softened water and is carried into the boiler. Boiler heat breaks down this carbonate alkalinity to release carbon dioxide, a gas. This CO₂ accumulates in the steam and condensate, when in sufficient concentration it shows a low pH or acid condition by the range finder test.

MEANING OF pH READINGS

All treatises on deaeration stress the serious corrosion due to acid-forming gases in the condensate and steam, yet corrosion is not the major villain. So if the pH is on the acid end of the scale, the operator knows CO₂ is abundant and has built up an acid condition in the condensate. If the tests shows the pH holding a midzone between 7 and 10 he is safely on the alkaline side, with carryover very low and steam in good condition.

But with pH high on the alkaline end of the scale, he knows there is carryover; that is, wet steam of low heat quality. Bubbles or water are passing over with the steam, due to turbulence inside the boiler. This turbulence is due to contamination or to the presence of a gas, most likely CO₂, thus a very high pH warns of wet steam, or even water insulating the heating surfaces of processing machines.

So CO₂ is to blame for either high-alkalinity carryover of the steam or the acid condition. In either case, gas bubbles insulate heating surfaces of processing machines, holding back heat transfer.

Note some figures on the rate of heat transfer through other mediums involved in the laundry processes. For determining the relative heat-transfer rate of various mediums, a test plate 1 foot square and 1 inch thick is standard equipment. The reading will be in B.t.u. transmitted per degree of temperature difference per hour. In such a test, while iron will transmit 350 B.t.u., water will transmit only 3.84, air 0.163 and CO₂ 0.097 B.t.u.

If we had a perfect element for heat transfer and denoted its performance as 1.000, then copper would rate .960, iron .20 and CO_2 .000029.

It's clear what happens when water, air or carbon dioxide bubbles get between hot steam and the heating surfaces of processing machines. The capacity of water to transfer heat is about 1.1 percent that of iron. The transfer coefficient of ${\rm CO_2}$ compared to iron is represented by the fraction 1/3608.

Water in San Jose, where much of this research was done, has a hardness of 182 parts per million, or approximately 10½ grains per gallon. It comes from zeolite softeners at zero hardness. Repeated tests gave condensate alkalinity at 11+, completely off the range finder chart.

On the pH scale 11 is equivalent to $7 \times 10 \times 10 \times 10 \times 10$, or 10,000 times the alkalinity indicated by pH 7. This is significant when we consider that the cause of alkalinity is not evaporated, but is physically carried over.

So repeated tests showed a pH of 11+, but at the same time analysis revealed a $\rm CO_2$ concentration in the condensate as high as 190 parts per million. The condensate would have been decidedly acid (or low pH) but for the extreme alkalinity of the boiler carryover; the high concentration in the boiler and the heavy concentration of $\rm CO_2$ resulted in such carryover. The gas was the cause of the carryover, masked by boiler contamination.

It was proved through keeping the boiler concentration low by repeated blowdown that the alkalinity of the condensate would fall until an acid condition existed in the condensate.

By using the range finder the operator may know: (1) If he finds a pH over 7.5 or 8, he has carryover of water from the boiler and is trying to heat his machines with hot water instead of steam; (2) If he finds an acid condition, he may know that he has, while keeping boiler concentration low, built up CO_2 in his condensate and boiler until acid has formed from the CO_2 . In either case he may know that the carbon dioxide from the carbonate alkalinity of his softened water is the root of the trouble.

THE ROLE OF BOILER BLOWDOWN

Deaeration, accompanied by a blowdown schedule to hold boiler alkalinity within bounds, provides the solution of the problem. A deaeration system is automatic, requires little attention, and deaerates condensate as it returns to the hot well. In the San Jose tests, condensate pH (downstream from the deaerator) held at 7+ to 8, $\rm CO_2$ dropped from 190 parts per million to a negative test. Carryover was entirely eliminated, traps performed perfectly, and the condensate returned to the deaerator at temperatures of $\rm 220^{\circ}F$ or higher. The heat transfer was noticeably improved and processing time cut all along the line.

One word of caution to any one contemplating deaeration. Plan for some sort of heat reclamation device between the deaerator and the hot well. With the traps clean, the orifices clear and all in good working order, the condensate will come back from the traps at a point so near to the condensing point of the steam that heat will be lost through flash steam as the pressure is reduced. This, however, represents a saving, assures machines that are hot and efficient.

No piece of equipment gives better justification for its installation that an efficient deaerator preferably treating the condensate.

America's Finest WASHER C/L

CUMMINGS-LANDAU WASHERS NEED NO MAINTENANCE!

C/L's extra rugged construction and superb engineering have created a line of washers that need no maintenance! C/L washers are individually built to your specifications and range in size from 24" x 24" up to 66" x 170". Full or partial automation available.



ILLUSTRATED: C./L. 60" x 126" Pullman Slide-Out Washer with double end drive. Special low front design for rapid, effortless unloading into extractor cans or sling-forming containers. Like all C/L washers, this model is also available with sliding doors.

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 Pneumo-Seal Air Lock
- C/L Sealomatic Trunnion Seal
- C/L One Piece Alloy Steel Trunnion
- C/L Rigid Frame
- C/L Stainless Steel Cylinder

C/L is the perfect washer to team up with the C/L SLING RING!



England To Host Second World Linen Supply Congress

The Second World Linen Supply Congress, to provide for an exchange of information and ideas among linen suppliers from the United States and other parts of the free world, will be held July 9 to 11, 1962, at the Grand Hotel, Brighton, England. The Congress is timed to dovetail with the Olympia Laundry Machinery Exhibit in London during July.

Program topics will include: What's New in Europe—Machinery, Textiles, Chemicals, Other Ideas for Our Industry; Linen Conservation; What's New in Canada and the United States; Future of the Linen Supply Industry; Research Developments; Laundering Chemistry; Sales Techniques.

Workshop subjects will be costs and statistics, public relations, employee relations, distribution, purchasing and testing, marketing and market research, garment service, office methods and problems, methods of depreciation, and textile capital investment.

Sessions will be conducted with simultaneous translations in French and German.

European tours available

Three travel options, each providing access to linen supply plants and chemical and industrial laboratories in most of the cities en route, are available to linen suppliers, their families and friends: An 11-day basic trip for events in Brighton (four days) and London (five days), July 7-17; a 23-day program which includes the basic tour plus Stockholm, Holland, and Paris, July 7-29; a 36-day program, which adds stops in Zurich, Lucerne, Venice, Florence, Rome, Nice and Monte Carlo, July 7-August 11. Arrangements are being handled by International Travel Service, Inc.,

The governing committee for the Congress is: Jack A. Quigley, F. W. Means & Company, Chicago, chairman; Kenneth Garcke, Initial Services, Ltd., London, co-chairman; Serge Demany, Blanchisserie de Grenelle, Paris, France; L. Hellstedt, A. B. Textiltjaenst, Danderyd, Sweden; Lothar Reichelt, Spandauer, Wasche-Manfaktur, Berlin-Spandau; Norman A. Rill, Hygienic Coat & Towel Supply, Ltd., Montreal.



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STAD-SPUN all spun nylon covers, made regular and "form fitted" for all presses where a non-slip, non-stick cover is needed.

STAD-TEX filament nylon covers, especially developed for sleeve, yoke and backer presses.

BOTH FABRICS have improved heat and abrasion resistants.

Write for samples that show the various types of STAD-SPUN and STAD-TEX Press Covers.



28 and 48 oz. wt.
CUT TO FIT ALL PRESSES

Special!

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manufacturers of—pads, covers, bags aprons, tapes and textile specialties

fibers AND fabrics

EXPECT RECORD WORLD WOOL USE IN 1961

Reviving demand in most countries is expected to boost world wool consumption to a record high of 3,251 million pounds in the current calendar year, according to the Wool Bureau. In the United States, the increase in military procurement of wool fabrics is superimposed on a reviving civilian demand, the Bureau noted, and will require accelerated wool purchases from overseas before 1962 domestic wool production becomes available.

WASHABLE NONWOVENS ON MARKET

Luston Draperies, Inc., has introduced washable nonwoven draperies with added wet strength and texture retention. The basic fabric is made of Avisco rayon fibers firmly bonded into a textural cloth. The new draperies are said to be sun-resistant and flameretardant, easily touched up by a warm iron.

NEW WASH-WEAR FINISH MAY SPARK SALES

Newly developed nonresin finishes that permit a vastly improved line of wash-and-wear garments are expected to boost sagging sales of this type of clothing. With the new type of nonresin finish, now available in shirts and soon to be followed in volume in women's dresses, it is claimed that garments can be laundered in any manner—even through the spin-dry cycles of washing machines—and the drip-dry period can be eliminated.

The new finishes are said to be permanent because they cause a change in the molecular structure of the cotton. This process leaves no residual material in the cotton that can wash out. The chemical treatment causes a cross-linking to take place between the long chains of the molecules that are the basic building blocks of

cotton fiber. These cross-links, working like rubber bands, prevent slippage of the molecular chains and cause the fiber, when bent, to return to its original shape.

The worst drawback of any washand-wear chemical treatment, textile men say, is that it greatly weakens the cotton fibers. According to W. Ralph MacIntyre, president of Joseph Bancroft & Sons Co., a major developer and licenser of textile finishes, the new cross-link process causes a 40 to 50 percent loss of tensile strength in the fibers, compared with about a 30 percent loss in the resin treatment. This poses no problem, Mr. MacIntyre insists, so long as textile producers use a stronger grade of cotton, heavier threads, and more threads to the inch of fabric. Better-grade garments are strengthened in this way, although some lower-cost items, perhaps not adequately "beefed up," might show excessive wear after several washings.

NEW LININGS ANNOUNCED

Troy Mills, Inc., has announced a medium-weight lining of 50-50 Orlon and rayon content that can be machine-washed with maximum shrinkage of 2 percent. The fabric, napped or not, is available in a variety of plaids and colors.

Princeton Knitting Mills has come out with Dynalure pile lining in garments. It is a curled pile that looks like shearling. The pile is 100 percent Dynel on a cotton backing.

FIBER NEWS

Aeress is the tradename of a new multifilament modacrylic yarn being produced by Union Carbide Chemicals Co. The new filament yarn is said to be somewhat different chemically from Dynel, another Union Carbide product, although it falls into the same general class of modacrylic. It is said to have a higher degree of heat resistance and higher acrylonitrile con-

tent than Dynel. It is expected to find its first commercial use in woven dress fabrics

Polynosic has been approved by the U. S. Patent Office as a tradename for Zantrel fiber, a modified cellulose rayon produced by Hartford Fibres Co. Hartford will use the term Zantrel Polynosic rayon to distinguish it from conventional rayon.

Zefran has been improved and the new version will make its first appearance next year. It is called Type 1207 and it replaces Type 1203. Manufacturers will use the improved fiber in wool blends to get deeper shades and a broader color range. First fabrics containing the new-type fiber will be in men's wear next spring. Fall 1962 will see it in woven and knitted outerwear.

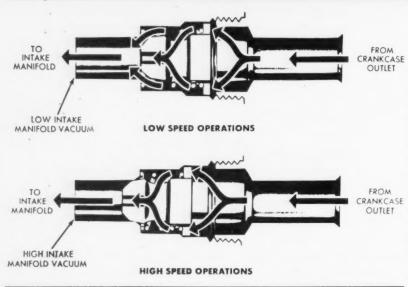
WOOL GROUPS PLAN BIG U.S. PROMOTION

A multimillion-dollar program of wool promotion in the United States, to include additional product and market development and designed to achieve far-reaching results in the textile industry, has been announced by the Coordinating Council for Wool Promotion in U. S. Participating are the American Wool Council and the Wool Bureau.

The program to increase wool consumption at all levels of the textile industry will be supported by educational efforts in the areas of merchandising, sales promotion and sales training.

WORK CLOTHES DOWN, LEISURE SALES UP

In the past decade the demand for many staple work garments has declined substantially as a result of cleaner working conditions, higher income, better standards of living, greater dress-consciousness and a trend toward urban and suburban living. At the same time sales of leisure and casual clothing have increased. The changing nature of this segment of the garment industry is reviewed in a Department of Commerce report, "Leisure and Work Clothing-Trends and Outlook," available for 25 cents from the Superintendent of Documents, Washington 25, D. C.



High manifold vacuum at low speeds closes spring-loaded valve. As vacuum drops with increased speed, valve relaxes and more fumes are passed through the regulator

Crankcase fume control is coming

Ribicoff proposal is compulsory in effect; All new vehicles will be equipped; Concerns crankcase only, which is responsible for 25% of fumes; Here's the how and why.

by HENRY JENNINGS

THE TRUCK INDUSTRY apparently must face up to its share of the smog problem, whether it wants to or not. Furthermore, it does not appear that the industry is going to have much to say about it.

There has been a good deal of discussion in the past about what part of the liquid fuel consumed in this country is burned in automotive vehicles and where. Smog is a problem of congested metropolitan areas and much of the automotive fuel is consumed elsewhere.

MANDATORY BY 1964

But all of this is beside the point, because the Secretary of Health, Education and Welfare has decided that unburned hydrocarbons turned loose in the air by automotive vehicles must be controlled. Abraham Ribicoff is a persistent man, and when a persistent man of cabinet rank gets going on a given subject he usually gets his way, unless he bumps headlong into an organized political party. There is no likelihood of that here.

Lending strength to Ribicoff's hand as a guy who knows something about automotive traffic is the excellent record of highway accidents compiled by the state of Connecticut while he was governor. No gimmicks were used in compiling this record; he depended upon simple enforcement of the law without exception. A few people who thought they were immune

from traffic regulation squawked but they could not make much noise in view of the results.

The Secretary of Health, Education and Welfare has been conferring with automobile manufacturers individually and with the Automobile Manufacturers Association as a group. At the conclusion of these conferences, he announced that the industry would take the first step in smog reduction voluntarily by January 1962 or there would be a Federal law compelling compliance by the time the 1964 models were produced. If you want to bet, you had better string along with the Secretary. How are you going to argue about injuring people's health even if the issue does not seem to be entirely clear-cut?

The step the Secretary is insisting upon is not the big one that has not been solved. He is not forcing the issue of clearing up the emissions from the exhaust pipe. It would not do him any good. No one knows how to do that for sure yet.

What he is demanding is that the crankcase ventilation fumes be directed back into the engine so that the engine becomes an afterburner. At present the air that circulates through the engine, together with the stuff it picks up, is blown into the atmosphere through a little exhaust pipe of its own at the rear of the engine. Passing through the engine combustion chambers would render these fumes less noxious.

IT'S BEEN DONE BEFORE

There is nothing new about the idea. Many vehicles were equipped with a device which would do just that about 30 years ago. Called a Donaldson valve, it enjoyed a pretty good sale, and may have even been standard equipment on some makes of automobiles. At that time engines had a great deal more blowby and the oil had a much greater tendency to sludge in the crankcase.

The purpose of adding this equipment was twofold. One was to reduce the smoky odors which annoyed the driver and his passengers. The other was to retard the formation of a water-emulsion sludge which was a serious problem at that time, since it became so formidable that it actually plugged oil screens.

But better ventilation or breathing arrangements for the engine took care of the first problem, and this together with radical improvements in oil reduced the second. But with the great increase in the use of automotive engines and the increased use of liquid fuel by industry, the difficulty has returned not as an individual problem but as a public one.

While the improved engine ventilation satisfied the driver, it is now judged not in the public interest because it releases objectionable waste into the air, creating at least in some locations, the atmospheric problem called smog. Thus the Secretary is insisting upon a more positive engine ventilation system which does not pollute the atmosphere to the same degree.

REQUIRED IN CALIFORNIA

For some time now, manufacturers have been equipping cars destined for use in California with devices to control fumes, and such equipment is mandatory for cars registered in Washington, D. C. The General Services Administration of the Federal Government specifies that all vehicles under its control be so equipped, and the same is true for the vehicles purchased by Los Angeles County. The only apparent question by the manufacturers who might be doing a little foot dragging at this point is "are they really necessary all over the country?'

Support for the Secretary's position comes from the Federal air pollution experts who estimate that 25 percent of the total unburned hydrocarbon emissions from automotive equipment come from crankcase breathers. Just how they arrive at such a figure is beyond this writer, who makes no claim to expertness in this field, but would feel much more comfortable if the Bureau of Mines would look that claim over. At any rate, fume destroyers will do some good, so why split hairs?

HOW FUMES ARE CREATED

At present crankcases are ventilated by air entering a breather cap, usually located at the top front of the engine on the rocker arm cover. This is a simple intake with a hollow cap filled with steel wool to prevent taking in dust. Air is directed around the pushrods and through the timing gears to the crankcase, getting some push from the motion of the crankcase, which has some fan action.

At the conclusion of its trip through the crankcase the fume-laden air enters an exhaust tube located at the lower rear of the engine. This tube conducts the air down to a point slightly lower than the engines. The tube extends into the slipstream when the vehicle is in motion. This creates some degree of vacuum, which provides the real push to keep the circulation going.

This is the system that is satisfactory to the engine and to the occupants of the vehicle but not to the public at large as represented by the public health officials. Obviously a fast-moving vehicle is much better vented than a slow one or an engine idling.

With the preferred system much would remain about the same with the important exception that the exhaust tube would carry the fumeladen air to the intake manifold. From there it would be conducted into the combustion chambers of the engine and the unburned hydrocarbons would be consumed.

But in order to dispose of the undesirable portions of the crankcase ventilation products this way, there must be some regulation to meet the rapidly changing conditions, because the engine's intake vacuum and ability to digest do not remain constant. This calls for a regulating valve, which can be a fairly simple device if you do not try to fancy it up to give it sales appeal.

HOW REGULATING VALVE WORKS

During idling or very slow engine speeds the vacuum is high because the butterfly valve which controls the intake to the engine is closed or nearly so, and the engine acts as a pump without a sufficient source of air. During this time the fumes from the ventilating system pass through a fixed orifice in the regulating valve.

But in addition to this fixed orifice there is a spring-loaded valve in the regulator. At rest the spring holds this valve in the open position, but the high vacuum overcomes the spring tension and pulls the valve closed. Thus there is minimum ventilation.

As the engine speed increases, the manifold vacuum decreases from perhaps 21 inches to 18 inches. This decrease permits the force of the spring to overcome the vacuum and the movable portion of the valve is forced off its seat. This provides a supplementary opening for the fumes to pass into the engine combustion chambers. This makes for a satisfactory system except for brief periods when the vehicle is going downhill and the inertia of the vehicle is driving the engine, which acts as a brake.

When this occurs there is a high vacuum because the throttle is closed. However, the engine speed is sufficient to make it act as a pump, and it tends to clean out the crankcase, drawing fumes past the piston rings and also from around valve guides. The normal flow of the ventilating system is upset as the engine takes unburned portions direct into combustion chambers, and judging from the exhaust they are not handled too well that way. However, this is a brief part of the driving time.

WHAT ABOUT COST?

When something new has to be added, the focal point of the discussion is "what does it cost?" This is especially true when the purchaser has not felt the need of the addition or sees nothing particularly desirable about it. As desirable as a fume-controlling mechanism may be, this department cannot make itself believe that it has any sales appeal; therefore it will not be sought after by buyers.

Whatever the cost it will have to be buried in the total cost of the vehicle. It makes no difference if the manufacturer equips the vehicle because he thinks its a good thing or because he is forced to do it by act of Congress.

The AMA advisory committee on air pollution estimates that the cost of equipping the California cars has been between \$4.25 and \$6. This sounds reasonable enough.

Done as a routine assembly operation, as it would be if it were required on all cars, it is hard to see how the cost could exceed \$2 and it might easily drop 25 percent below that figure. Quantity purchasing plus quantity manufacture of the device plus quantity installation on the assembly line make tailoring costs look ridiculous.

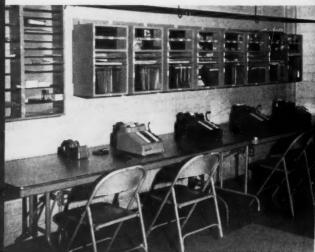
The regulating devices have been made for a long time for special application. There are perhaps a half dozen manufacturers. Whatever the patent situation may be, there are enough ways of doing the job so no one organization is going to hold up the industry for an unreasonable royalty.

MAINTENANCE IS NEGLIGIBLE

Maintenance on present ventilating systems is negligible. It consists chief-Continued on page 60 Right: Sales manager Bill Woods, at addressograph trays. The 27-drawer cabinet at left holds supply of forms and supplies for routemen. These are immediately behind table shown below

Below right: Telephone girl has flip-over street guide at desk with each street labeled as to route number and regular pickup day and time of normal service

Below: Routemen have well-lighted area for making out reports. Individual wall cabinets for supplies, adding machines galore





Everybody wins with this program

Route training program cut costs 2½%, increases salesmen's earnings 10%, sales 17%—in one year

By LOU BELLEW

A ROUTE TRAINING program boosted earnings 10 percent without increasing commissions during the first year that plan was in effect at Sparkle Cleaners & Laundry, Bakersfield, California. Hard work and attention to detail in training route salesmen paid real dividends.

In fact, "Route costs are in direct proportion to the effort management expends to control them," states Sparkle's operator, Richard ("Stubby") Newman. Primarily a drycleaner, he is equally well known in laundry circles. He spoke on "Route Selling" at the recent American Institute of Laundering convention in Philadelphia.

Mr. Newman has long seen need for dependable means by which his own plant could maintain complete control over route sales costs at all times

With route cost near the breaking point in many plants, temptation grows to stress cash-and-carry drive-in service as a substitute for routes. Sparkle feels many accredited surveys have established that the housewife likes and wants even more at-the-door services. Therefore it seems more than ever advisable to build efficient route service to retain the present volume. This is in addition to continuing proper promotion of elaborate drive-in service at the plant for customers de-

siring cash-and-carry savings and speed.

Before routes could be improved, it was necessary to make an exhaustive study of the whole route picture. Then, with all the facts in mind Stubby sought to improve on every single detail across the board on the route procedure. The results fill 100 pages of what was made into individual booklets for each of the eight routemen. This is their "Route Sales Standard Procedure Manual."

The manual is based on the Armed Forces method of teaching "by the numbers," leaving little or no opportunity for the routeman to use his own judgment in any phase of regular



Far left: Bundles from routes stored according to delivery date. Drycleaning bins above are identified with chalk numbers and letters . . . "5 P" means (Friday) afternoon. "6 A" is for delivery Saturday morning. Lower half of same bins are used same way for laundry bundles

Left: Laundry is stored on five metal shelves. Drycleaning orders for same route hang from slickrail above owner Stubby Newman's head

Far left: Lightweight trucks are painted according to AIL recommendations. "Sparkle" is in bright red against a white background

Left: Sloping shelves of expanded metal hold laundry orders securely in place. Photo taken on route without warning to routeman, shows excellent housekeeping habits

duties. It opens with explanation of the "chain of command," lists company objectives and policies. It covers pay scales, service, price lists, duties, and detailed instructions on procedure in daily activities. The many route business forms are included, with detailed instructions for using each.

This Route-Sales Standard Procedure Manual was only one part of the job. The upward spiral in selling and distribution costs of recent years came in for study. Fixed costs were up mainly because of outdated trucks. Variable costs were up because of higher commissions to routemen, who were either unwilling or unable to increase route sales on their own initiative.

The old trucks are being progressively replaced by compact new light-weight vehicles that are less tiring to drive, park and maneuver, show better gas and oil mileage, lower insurance costs, license fees, depreciation, tires and repairs.

Route chores made easy

Variable costs halted in their upward spiral, thanks to the new procedure manual. This permits uniform training of all routemen. Efficient performance permits them to make more calls in fewer hours. In addition management has made certain there are fewer obstacles to hinder the routeman during his working day.

• Truck Desks. Each truck has a built-in cabinet to hold all business forms and supplies needed. It serves as a work center for making out the tickets. It holds adressograph plates used to speed this part of the procedure.

• Addressograph Plates. These are considered the very heart of the customer control system. On the routes the plates bear the route number, type of account (cash or charge), service day, and customer number, in addition to the customer's name and address. The customer number is used for positioning in the addressograph tray, and also for loading bundles and hangered

orders into the truck in proper delivery sequence. Each plate also shows 52 "activity" squares for the routeman to check frequency of business from the account. The addressograph machine automatically places a dot in the appropriate weekly square at the time the ticket is made out for that account. An adhesive label on the back of the plate is used by the routeman for any pertinent remarks regarding the account. Orders are placed in colored bags keyed to the requested service.

• Unloading Soiled Bundles. Inside the plant the soiled bundles are stored in hoppers according to the day they are promised for delivery. This has smoothed out the workflow through the production departments and encouraged many customers to send work twice each week because of the dependability of delivery.

• Finished Route Orders. The route rack area is planned to hold the next



P1345 Step-Van 7

R1205 Corvan

C1405 712-ft. Panel



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MORE WAYS TO MAKE MORE MILES (AND MONEY)!

Matchless performers...matched to the job. That's what you'll find under the hoods of Chevrolet light-duty trucks for '62. More sure-saving power plants to choose from than ever before. New assurance of the *right* power for the job—power that does just what you want it to so that operating costs stay at a *low* low.

Standard in conventional models is the thrifty High Torque 235 Six, an engine that's powered more payloads than any other. Then for heavier, harder working jobs that take more out of a truck, Chevy offers two great optional (extra-cost) engines for '62: the big High Torque 261 Six, available for the first time in this weight class, and the spunky High Torque 283 V8 with short-stroke design.

Add to this engine spread the space-saving High Torque 145 Six provided in Corvair 95 models and you've got a broad, all-purpose lineup that allows you to match the power to your type of work and nurse the last penny's worth of performance out of every operating dollar. Talk it over with your Chevrolet dealer soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



Compact High Torque 145 Six—air-cooled "pancake" design (only 17" high) saves space and minimizes weight by eliminating water jacketing, radiator, coolant and water pump. Gone for good are antifreeze and cooling system maintenance expenses. With fuel-saving valve-inhead design, the 145 Six develops 80 hp and 128 ft.-lbs. of torque—ample for brisk performance with big loads.



Rugged High Torque 261 Six—you get extra torque (235 ft.-lbs. of it) for extra tough pulls, plus proved 6-cylinder economy—available for the first time in Chevrolet light-duty trucks. Provides 150 hp and scores of reasons for efficient, cost-saving performance—forged steel crankshaft, high-alloy inlet valves, precision bearings, hard-faced exhaust valves with Rotocoils, to name just a few.



Popular High Torque 235 Six—the most widely used engine in the history of hauling with 235 cubic inches of lean-muscled efficiency. Standard in conventional models, the 235 Six delivers 135 hp and a load-moving 217 ft.-lbs. of torque. Premium-quality features such as forged steel crankshaft, aluminized exhaust valves, oil-bath air cleaner, and precision bearings add to engine durability.



Efficient High Torque 283 V8—made to order for runs that call for the extra punch of V8 power. Advanced short-stroke design knows how to nurse extra power and miles out of every drop of gas. 160 hp and 270 ft.-lbs. of torque get big loads moving quickly and efficiently. Top durability features include chrome-plated piston rings, Moraine 100 bearings and hydraulic valve lifters.



AND SAVING AND SAVING AND SAVING AND SAVING

Routemen increase sales . . .

day's deliveries of both laundry and dryckeaning orders. Bins for the laundry orders are in parallel rows with the open sides all facing one way. Dryckeaning orders are hung along the back of the adjoining bin, facing the route's laundry bundles. This helps orderly loading of the truck in proper stop sequence. It reduces the confusion of two routemen trying to load up in the same small aisle space.

• Work Table for Driver's Paperwork. Nonproductive bookkeeping and check-in-duties of routemen are kept to a minimum through provision of plenty of space. To preclude the usual rush of several routemen to get to an adding machine, four adding machines are made available for eight routemen. Mr. Newman does not feel a routeman who has put in a long day outside should be forced to hang around the route room for lack of equipment. Besides, promptness and efficiency in the route room encourage a similar attitude on the routes.

A wall cabinet above the long work table holds above each work place supplies of settlement sheets, all types of tickets, etc. A steel cabinet with 27 bins contains supplies of all the various business forms used by the routemen in the day's business. Addressograph trays are also stored in dustfree steel cabinets.

• Interdepartmental Communications. Messages between management and employee, or between departments, where replies are needed, are handled in such a manner that both question and answer can be recorded for future reference so misunderstandings are kept at a minimum. Triple-copy forms have space on each sheet for both question and answer.

Top of the sheet is for the sender's question. He retains one copy as record that he asked the question. The original sheet and a copy are forwarded to the second party, who writes his answer on the original sheet below the question. He then retains the copy, showing both question and answer, and sends the original back to the sender. Thus both parties have a copy of question and answer for future reference.

The form is also used for communication between management and outside concerns doing reweaving, hats, leather work, dyeing, etc.

• Phone Calls: Routemen all stop at the plant at noon to drop off soiled bundles, pick up delivery work, and check for messages. The telephone operator has a flip-over street guide for each route. Each card shows the route number and the time and day that the routeman is in the area. Customers are told the regular pickup day and asked if that day will be convenient. In most cases it saves routemen from making special trips,

The routemen all call in before returning to the plant at noon and evening. This enables the phone girl to pass on pickup messages from their immediate areas that can be caught on the way in.

- Truck Neatness: Trucks must be kept spotless. All hangers and litter must be removed each evening so the truck is clean for the next day. Special laundry bins with expanded metal shelves on a tubular steel frame make cleaning up a simple job. The holes in the metal shelves prevent the collection of dust. Sloping shelves prevent the orders from sliding off on turns.
- Motivation of Routemen: A neat appearance is essential. Routemen wear white shirts and red tie, tailored Eisenhower jackets and trousers of hunter green. Caps are optional. Being well dressed adds to their confident poise.

Meetings every morning

The Sales Standard Procedure Manual is insurance the routemen know their jobs. But memories are often short. Therefore all routemen assemble each morning with their manuals, for a short sales meeting under guidance of the route manager. This is handled as a briefing on the "problem of the day." In this manner the manual's contents are recalled constantly to mind.

According to Stubby, a man who performs a job solely from fear of getting fired will find lots of ways to cut corners. For a proper attitude he feels an employee needs to understand his work, like his work, and desire to perform his duties in the manner you suggest. The training manual has been a big factor in accomplishing this end, along with frequent sales promotions and contests.

Promotions and contests are spaced apart enough so as not to become boring to either routemen or regular customers and prospects. They are of short duration with no contest lasting over four weeks, and preferably only three. Prizes vary in value and are paid out daily. Sometimes the daily prizes are combined to also produce weekly winners. They are intended not only to increase the routemen's earning power, but to add new interest to the day's routine.

All routemen have more customer plates in their addressograph trays than they can possibly contact in any normal day. The casual and will-call customers are an important part of the business, but since they profess no need of regular service the routeman is not urged to make a nuisance of himself with frequent regular calls. But specials provide an excuse for extra calls that often develop these occasionals into regular customers.

Understandably, the present Sparkle system took time to develop. About three years of time and effort were spent devising ways and means to enable the routeman to make more calls during his work day. An enormous amount of work went into compiling the route manual alone. The complete route training program has been in effect just about a year, and shows promise of even greater savings to come.

To date, without any price increase, route sales have increased exactly 17 percent. This reflects a work procedure that allows routemen to make more calls per day. Meanwhile, total route costs have been reduced 2½ percent (including everything but supervisory salaries). Greater savings are expected as soon as the entire fleet is composed of the lighter weight trucks. During this same period, with no increase in commission rate, the routemen's average earnings have increased slightly over 10 percent. □□



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TO FOLD LINENS MORE

One TROY Fleximatic Air Jet® Folder has cut labor costs over \$100 a week, reports Joseph Vissicchio, president of Terminal Steam Laundry, Glendale, N. Y. Commercial laundries often find labor savings and increased production pay for a Fleximatic within 2 years' time. The Air Jet Folder also contributes to improved working conditions by requiring less physical exertion for the operators.

AMAZING "ELECTRONIC BRAIN" FOLDS EVERY PIECE PROPERLY — An ingenious controller on the TROY Fleximatic measures the linens, determines location of two folds and directs the actual folding 100% automatically. Only TROY Fleximatic uses quick, efficient jets of air for positive, fastfolding without the wear on linens caused by blade-type folders. This modern, simplified design prevents costly shutdowns.

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ME

Litter

ADDRES

CITY & ZON

STATE

bellew prints by LOU BELLEW

I HAVE A LOT of respect for anyone in the business who is alert enough to dream up an easier way to do something in the laundry industry. But I always feel badly when an occasion arises where I am not at liberty to give due credit for some interesting ideas. Such is the case where the following ideas are concerned.

COST-CUTTING IDEAS

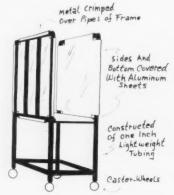
For instance, here is a plantowner with a fleet of close to 50 trucks who keeps meticulous records of his truck costs and has been able to increase the average gas mileage from 8 m.p.g. to 10.7 m.p.g.

Competent relief drivers continue to keep records during the regular route salesmen's vacation periods. By comparing both men's records it has been easy enough to spot the ones who waste gas by speeding, jackrabbit starts, leaving the engine running during lunch breaks or stops, etc. Every routeman is fully aware of this checking-up routine, and the results are gratifying, to say the least. Obviously, there must have been savings on oil and repair costs too, although these items were not mentioned at the time of our visit.

Another practice here concerns the handling overloads of shirts which sometimes occur with equipment breakdowns or absenteeism. With the big plant working on a five-day week it was determined the cost of opening up for a Saturday shift, which would mean overtime and supervision costs, etc., would amount to around \$400. To make a long story short, it was obvious an outside wholesale launderer would do a whale of a lot of shirts for \$400 . . . and eliminate all the bother without disrupting delivery schedules.

PORTABLE DAMP BOX

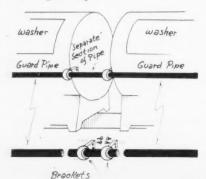
Noticed some novel carts for transporting laid-out shirts to the finishing units. They were made of 1-inch thinwalled tubing, designed to hold one lot of shirts in a rather narrow com-



partment with the ends and top open. The sides and bottom are covered with aluminum sheeting. Shirts were laid out flat with the necks protruding slightly at the front of the cart and the cuffs and tails sticking out the other. The metal sides and bottom prevented too fast drying of the bodies, and spray guns are available for dampening the cuffs and collars in case they should dry out before reaching the shirt units.

WASHER GUARD RAIL

It is commonplace to see heavy pipe guard rails along the front of washers to protect them from the heavy metal extractor baskets. In spite of this precaution, however, a caster may drop off and the basket damage the unguarded space between the washers. In this plant an extra length of heavy guard pipe was used to bridge this open area.

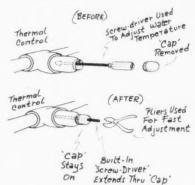


To put the extra pipe into position they removed one of the pipe-holding brackets and slipped it over the extra section. With one end of the extra pipe inserted into the bracket on the other machine, the section was raised to butt against the other unsupported guard pipe. The bracket is then slid along until it covers both the end of the new section and the first guard rail, and the bracket is rebolted to the machine.

(In the illustration, I was carried away and showed both brackets removed and slipped over the extra section . . . but show me no mercy.)

BUILT-IN SCREWDRIVER

In this plant the washers are fitted with temperature gauges to alert the washman if the water varies from a desired reading. In case of need for readjusting the thermal switch, it was necessary to remove the protective cap on the control and fish around inside the housing with a long screwdriver to make an adjustment. This was bothersome.



The result is the heat controls have all been fitted with "built-in screwdrivers." Metal rods have been brazed to the adjustment gimmick inside the control housing. The rod is long enough to stick through a hole that has been bored in the tip of the protective nose-cap.

Now all that's needed to adjust the water temperature is a pair of pliers.



. . . after nine months trial, we went back to Keever-Beach products because we get better results," says Walter R. Duncan, President of Bornot Cleaners Inc., Philadelphia, Pennsylvania.

"Stains on collars and cuffs are no problem with a formula which includes your Prime Sohp, Phosrite, Lydet, Hycon and Ultra-Blue Sour. What's more, in a plant like ours where we launder thousands of shirts a week, we have to be sure of perfect results every time we load a wheel. Our reputation depends on it.

"The fine results we always get with Keever-Beach products help to preserve the quality standards we maintain. In addition, the cooperation of your field representative in periodically checking our plant has made a valuable contribution."



If you want results like Bornot Cleaners Inc., get in touch with your Keever-Beach Distributor.

a KEEVER-BEACH Product for every operation from Break to Finish

ALKADET — a complete high alkali detergent for heavy soiled goods.

PRIME SOHP — a complete soap, supercharged with washing ingredients combined to provide the finest laundering.

PHOSRITE — soap regenerator . . . improves the quality of work by converting lime soap deposits into active soaps.

HYCON — high concentrated dry chlorine bleaching compound, made especially for professional laundering.

SATINETTE — a blend of Wheat and Corn Starch . . . thin boiling, noncongealing, can be used hot or cold.

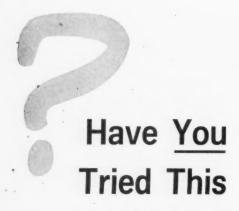
SATINETTE QS — Quick Starch; it's pre-cooked, complete in dry form, ready to use. Both SATINETTE and SATINETTE QS are ideal for shirts, uniforms and all wearing apparel; also curtains and other flat work.

ULTRA-LITE — fluorescent whitening sour, high neutralizing, high solubility, eliminates bluing.

PRESS PADS and IRONER PADDING — best grade steel wool, knitted to provide an even surface and long life.

KEEVER-BEACH

THE KEEVER STARCH CO., COLUMBUS, OHIO



by TED POLLOCK

Five tested ways to solve a problem

Where do the answers to problems come from? Every conceivable source. They come from experience, experiment, accidents, daydreams and hard work. You never can tell where or when you'll find them. But there are ways to coax them into existence. Next time you're looking for a solution to a problem, try these approaches:

1. Use your imagination. Fresh ideas have two major enemies: logic and common sense. Most of the world's great inventions were fathered by men with the ability to conduct their minds on free-wheeling adventures into the non-existent, the unconventional, the absurd. Try it yourself on a problem you currently face: How might a child solve it? How would your wife tackle it? Would more of something help? Less? How about using something else? Can you solve this in some combination? With what? With whom? Don't be afraid of getting wrong answers. You only need one correct one.

2. Try the obvious. A truck approached an underpass that was just one inch too low for it. Helpless, the driver pulled over to the side of the road. Presently, a little boy came by. "Truck too high?" the boy asked. "Yeah," said the driver. "Know what I'd do?" "What?" "I'd let some air out of the tires." All too often, the solution to a problem is right under our noses, hence invisible. Answers that come immediately are not necessarily bad. Some obvious roads to solutions: find out how others have handled the problem . . . do research—at the library, in trade or professional journals, by writing to an appropriate governmental agency . . . contact an expert.

3. Get it down on paper. Your pencil can be a worthy ally, too. Write out the problem as simply as you can. Study it. Jot down all the alternatives that occur to you. If possible, draw pictures. Doodle. The mere act of playing with a problem frequently yields the solution.

4. Read. Nothing will stimulate your "think muscle" like constant exposure to new ideas. Read books on history, economics, psychology, biography, science, travel and

your own special interest. Study your daily newspaper, including the little out-of-the-way items. Get the magazine habit. One paragraph, one sentence, even one word may suggest the solution.

5. Brainstorm with others. Because ideas tend to generate more ideas, a noteworthy method of finding solutions is to talk a problem over with others: friends, neighbors, colleagues, relatives—even children. Encourage them to give free rein to their imaginations and share their insights and inspirations, no matter how outlandish they may seem. Something that A says may trigger B who in turn may trigger C and so on. Many ingenious ideas have been born through this kind of "free association."

Test your "clarity quotient"

Are your letters, reports, and memos as clear and easy to read as you think they are? Here is a simple three-step formula devised by language experts for checking readability:

a) Count the words on an average page. Divide by the number of sentences to get the average sentence length.

b) Count the words of three or more syllables per 100 words.

c) Add the two figures and multiply by 0.4

The answer is your Clarity Quotient. According to extensive tests, a Clarity Quotient over 12 is difficult reading. Above 17, a written communication requires the reading skill of a college graduate. Go much higher than that and your reader is apt either to misunderstand you or give up on your message.

Check your next piece of writing for clarity. Don't let a good idea get lost in a forest of gobbledygook.

To "recharge your batteries"

The best of us occasionally hits a slump. We dawdle. We daydream. We work on one cylinder. Frequently, the answer is simple: get a fresh start. How? Some ideas:

1. A steaming cup of coffee at II:00 a.m. or 4:00 p.m. can clear your mind for action, pep up your body. Dream a little while you sip. It's the next best thing to 40 winks. If coffee's not your cup of tea, try tea—or your favorite soft drink.

Gaze out a window for a few minutes. Good for your eyes, a tonic for your brain.

3. Take a few deep breaths and stretch. Sometimes we get drowsy simply because our bodies are oxygen-starved (a yawn is nature's way of forcing more air into us). Fill those lungs with fresh air, loosen muscles with a good stretch and snap back.

4. Eat a candy bar, sugar is an ace pepper-upper. Of course, if you're fighting a personal battle of the bulge, this may not be for you. But now and then, for a change of pace, munch.

Continued on page 48



Balanced bleaching action . . . that's the secret of the effective chlorine in Ad-Dri bleach. Because it's added dry there's no sudden rush of strong solution. Ad-Dri gives you consistent, uniform action throughout the load. This balanced bleaching formula removes stains with a minimum of tensile strength loss. Your customers' shirts and linens will all last longer when you use Ad-Dri. Write today for literature and the name of your nearest supply house, to: Olin Mathieson, Baltimore 3, Maryland.

Just add it dry from the drum . . . AD-DRI®



Have You Tried This?

continued

Complaints-how to handle them

All of us run into some complaints. But whether these mark the end or the beginning of a beautiful friendship depends on how we handle them. According to top public relations authorities, there are four distinct steps in soothing anybody's ruffled feathers:

1. Get there fast. A woman with a gripe is in no mood to be reasonable. Not at first, anyway. Above all, she wants her grievance heard—as fast as possible. At the first hint of trouble, therefore, make it a point to reach the complainer quickly. If a personal call isn't possible, telephone. But "get there"—fast. Immediately, you disarm her by demonstrating that you take her grievance seriously.

2. Listen. Once there, prove you are interested. Display sincere concern. Get all the facts. Speak little until you're certain she has gotten everything off her chest. A talked-out individual is the easiest to deal with.

3. Sum up, in your own words, the essence of her complaint. This serves two purposes: The complainer is flattered that you have followed her arguments so closely. And you achieve the first agreement on just what the issue is.

4. Offer redress, Tell her precisely, concretely, honestly—what you will do to remedy the situation—and when and how. If you cannot come through with an immediate answer, offer to take it up with your superiors or anyone else involved in the adjustment and to have the answer within a few days. Whenever possible, give her a little more than she expects or demands by way of satisfaction. And, having explained your remedy, ask: "Is that acceptable to you?" Encourage her comments on the fairness of your plan, for this will indicate your own confidence in the justice of your proposal and prove that your only interest is in her total satisfaction.

Multiplication short-cut

"Figuring" is not only the basis of all business; it is an essential skill in the successful management of your own affairs. Here is a way to multiply large numbers more swiftly than you probably ever thought possible. It's called The Complement Method of Multiplying.

Example: $92 \times 96 = 8832$

Rule: The complement of a number is the figure required to bring it up to 100 or some multiple of 100. Thus, 8 is the complement of 92 and 4 is the complement of 96.

(a) Multiply the complements of the two numbers $(8 \times 4 = 32)$ and (b) write down the product (32) for the last two digits of your answer; (c) subtract either complement from the other number (92 - 4 = 88) or (96 - 8 = 88) and (d) write down the remainder (88) for the first two digits of your answer. Complete answer: (88)

If you are dealing with larger numbers, follow the same procedure with this important difference: Double your answer in step (d) if you are working with numbers be-

tween 100 and 200; triple your answer in step (d) if you are working with numbers between 200 and 300; quadruple your answer in step (d) if you are working with numbers between 300 and 400 and son on.

Example: $175 \times 197 = 34475$

Rule: (a) Multiply the two complements $(25 \times 3 = 75)$ and (b) write down the product (75) for the last two digits of your answer; (c) subtract either complement from the other number (175-3=172) or 197-25=172; (d) double this number because you are working with numbers between 100 and 200 $(172 \times 2 = 344)$ and (e) write down the product (344) as the first three digits of your answer.

Complete answer: 34475.

Checked on your social security credit lately?

There are several good reasons why you should. First, a knowledge of your earnings credit is vital to the intelligent planning of your financial future. Second, you'll get a lift out of knowing how much you have to your credit. Third, your wife and hildren ought to be acquainted with this important source of potential income. Here's what you do:

Write to the Social Security Administration office nearest you (look in your telephone book under "United States Government—Health, Educ. & Welfare, Dept. of"), and ask for post card Form OAR-7004. When the post card arrives, preaddressed to the Social Security Administration at Baltimore, fill in your social security number, date of birth, name, and address. Stamp the card and mail it. By return mail you will receive a statement of earnings credited to your account.

Finding time to read more

"I haven't the time to read." Sound familiar? If it does, you're probably not taking full advantage of all the reading time at your disposal. Even the busiest day is full of spare minutes you can use to catch up on important books, articles and reports, providing you keep them handy. A few suggestions:

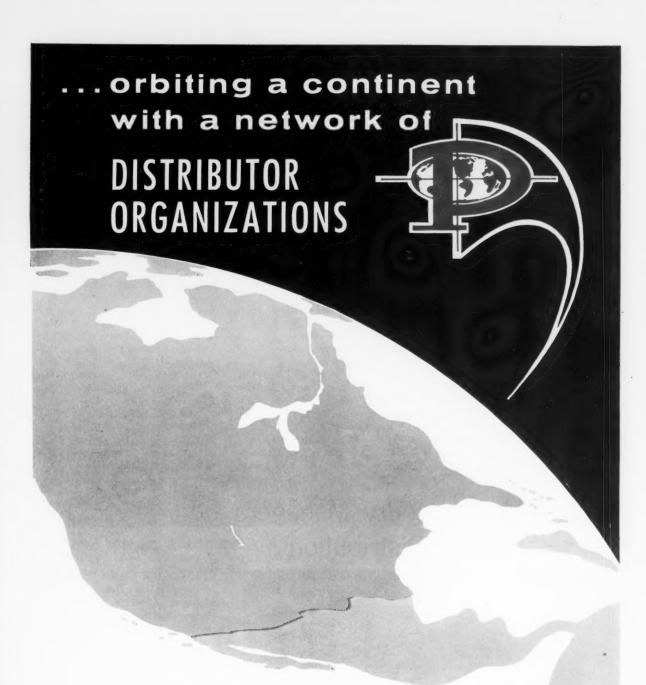
Travel time. If you're only half an hour from your office, plant or place of business and don't take your car, you spend 250 hours a year getting to and returning from work. Add the time spent in cabs and on business trips and you have the equivalent of several solid weeks for catching up on reading matter.

Waiting time. You miss your train or bus . . . the man you've come to see is tied up . . . an appointment is over sooner than you expected . . . your wife is late. It all adds up to usable, reading time.

Eating-alone time. On those days when you eat alone, you can have extra dessert in the form of spare minutes.

TV-watching time. If you cut out just one half-hour program a night, you'll create the equivalent of seven days and eight nights of extra time every year. That's enough to finish half a dozen books . . . 20 magazines . . . 50 newspapers.

Can't-sleep time. Keep some reading matter on your night table. If you're unable to sleep, you'll have something worthwhile to read right at hand.



Keeping abreast of the ever changing needs of the dry cleaning and laundry operators is Prosperity's chain of franchised distributors throughout the United States and Canada. Delivery and service on Prosperity parts and equipment is now within only a few short hours of any plant owner. "Down time" is cut to an absolute minimum. Prosperity and these leading distributors in the Dry cleaning and Laundry Industry are proud to work together—to give you the finest in Service and equipment.

THE PROSPERITY COMPANY

Division of Ward Industries Corporation

Factory and General Offices So. Portland, Maine—Executive and Sales Offices, 415 Madison Ave., New York 17, N.Y.

"Laundry Manager of the Year" Contest Slated for NAILM's Next Conference

A TITLE and a \$100 cash prize await some deserving member attending the National Association of Institutional Laundry Managers' 22nd Annual Conference at Milwaukee, Wisconsin, March 21-24, 1962. The award—a Conference "first"— will be made to the "Laundry Manager of the Year."

Here's how the selection will be made, according to Heywood M. Wiley, general chairman of the conference committee: Each association will name one of its own members as a candidate and members-at-large will pick one additional candidate from the floor. The candidates will then meet and elect one of their number for the award.

The winner will receive a suitable plaque or cup plus the cash prize. The only stipulation is that he or she must be registered at the conference to be eligible.

Final arrangements for the four-

day conference are fast nearing completion. Here is the tentative schedule of activities:

National Association of Institutional Laundry Managers 22nd Annual Conference Hotel Schroeder, Milwaukee, Wisconsin

Wednesday, March 21, 1962
Early Bird Program
Afternoon—Tour of local brewery
Thursday, March 22, 1962
Conference Opens Officially
All day—Educational sessions
Friday, March 23, 1962

8:00 a.m.—Greyhounds leave for Chicago for tour of American Institute of Laundering's Machinery, Equipment and Supplies Exhibit at McCormick Place

4:00 p.m.—Buses depart McCormick Place for return trip to Milwaukee Evening—Advisory Council Dinner (For NAILM executive committee and presidents of all local associations.)

Saturday, March 24, 1962

Morning—Educational session

Annual business session

Evening—Annual banquet (Crystal Ballroom)

The Hotel Schroeder will be conference headquarters. Arrangements have been made for members on a modified American plan. A flat rate covers four nights lodging, three breakfasts, three dinners, the banquet and all gratuities. The rate is \$45.12 per person in a twin-bedded room, \$41.12 per person in a double bedroom. All meals, including the banquet, will be served in a private dining room.

Reservation cards will be sent to members with the December issue of $NAILM\ News$. Act promptly to assure accommodations. $\square\square$

Metropolitan Laundry Managers Consider Linen Distribution



THE OCTOBER MEETING of the Metropolitan Institutional Laundry Managers Association was held at Roosevelt Hospital, New York, the evening of the 18th.

More than 50 LM's and Allied Tradesmen turned out to hear a panel discussion on linen distribution practices.

The panel members included laundry managers Ernest Jones, Roosevelt Hospital; Miss Mae Stark, Manhattan General Hospital; and Robert Dobson, Department of Hospitals, New York City.

Each described his or her distribu-

Continued on page 54

MILMA members share their linen distribution experiences at the October meeting held at Roosevelt Hospital, New York City



MULTIPLE SERVICE LAUNDRY—The St. Augustine Soft Water Laundry, Inc., of Florida, has routes which cover a radius of fifty miles from Jacksonville Beach to South Daytona. Eighteen pick-up and delivery trucks and 140 employees are required to help carry out the large number of services this company offers to its customers. In the city of St. Augustine, six radio control trucks increase effectiveness in local operation by one third. The Soft Water Laundry does commercial flat work, family laundry, dry cleaning, rug cleaning, as well as providing for cleaning and storage of fur garments. Uniform rental, uniform supply, uniforms for industry, wipers and diaper rentals are also included among the services available. In addition, this laundry operates three "washaterias," one at the main plant and one each in their two branch stores. Out-of-town customers account for sixty-five percent of their volume. In this sizable, flourishing business, Prosperity laundry aprons are in constant daily use, playing an important part in their efficient laundry service. This is another example of how the fabrics produced by Mount Vernon Mills and the industries they serve are serving America.



Mount Vernon Vills, inc.



Main Office and Foreign Division : 40 Worth Street, New York, N. Y. Branch Offices : Chicago « Atlanta « Baltimore « Boston » Los Angeles

Always look for this purple stripe in all PROSPERITY* and ORIOLE* fabrics. It's your assurance of fine performance and longer life in apron duck and cover cloth fabrics.

PROSPERITY and ORIOLE purple stripe fabrics are available ONLY from these laundry supply jobbers:

THE CARMAN CO., Denver, Col. • CARMAN-CONLEY, INC., Chicago, Ill., Indianapolis, Ind., Milwaukee, Wis. • CARMAN-MITCHELL-WING CO., Stoneham, Mass. • CARMAN OHIO CO., INC., Cincinnati, Ohio • CARMAN PITTSBURGH INC., Pittsburgh, Pa. • CARMAN SUPPLY CO., Cleveland, Ohio JOHN P. LYNCH CO., San Francisco, Calif., Los Angeles, Calif. • MORRIS & ECKELS, INC., Alexandria, Va., Norfolk, Va., Baltimore, Md. • MORRIS & ECKELS CO., Jacksonville, Fla., Atlanta, Ga., Birmingham, Ala. • OSMUND & CO., Portland, Ore. • ROCHESTER CARMAN SUPPLY CORP., Rochester, N. Y. JAMES E. ST. JOHN, Philadelphia, Pa. • E. J. THOMAS CO., Columbus, Ohio • THOMPSON-HAYWARD CHEMICAL CO. — CARMAN DIVISION, Fort Worth, Tex., Houston, Tex., Kansas City, Mo., Omaha, Neb., St. Louis, Mo., San Antonio, Tex. • H. D. TAYLOR CO., Buffalo, N. Y.

*Trademark Mount Vernon Mols, Inc.

Famous starch brands join the Pennsalt laundry line

VELVET RAINBOW H.I.S. WHEATEX the well-known Hercules brands, are now Pennsalt products. Today more than ever, depend on Pennsalt . . . and your Pennsalt distributor . . . for the quality products and service that will help you to a smoother, more profitable operation. **ALKALIES & DETERGENTS BLEACHES ERUSTO® SOURS** Cloreze® Sparkette® STAIN REMOVERS Perchloron® Sparkle® Erusticator® Pensal® Erusto® Oil. Paint and STARCHES Dynahue® Grease Remover Pennstarch* Pensal-B Velvet Rainbow® Pensal-M Wheatex® DRY CLEANING PRODUCTS Penbrite® H.I.S.® Pensuds® Plus Fortified Power-Pak® PENNSALT BLUES Pennsorb* **FABRIC CONDITIONER** Erusto® Blue No. 16 Solvent Clarifier* Whitegard® Ouaker Blue® Super-Karb* *Trademark of Pennsalt Chemicals Corp.

PENNSALT CHEMICALS CORPORATION

East: Three Penn Center, Philadelphia 2, Pa. West: 2700 S. Eastern Ave., Los Angeles 22, Calif.



Metropolitan laundry managers . . .

tron system and answered questions posed by members from the floor. Here are some of the general conclusions drawn:

-An adequate supply of linens is essential for all systems. A par of 5 or 51/2 was not unusual although one LM present operated with only 21/4 sets of linens.

-If you have sufficient linens, give the nurses what they want. If not, give them what you have. Hoarding is practiced by nonprofessionals looking for a tip; not by RN's.

-The direct exchange linen sys-

tem has gone out. The closest level system filling a 24-hour requirement on an exchange basis seems to be most popular.

-Linen replacement cost runs anywhere from 16 cents to 37 cents per patient per day, depending on the type of work processed.

-It's essential that all pertinent facts be known before comparisons between systems can be made.

During the short business meeting that preceded the panel presentation a committee was selected to nominate a "Laundry Manager of the Year"

from the group. The person selected will be entered in the national contest at the next convention, in Milwaukee.

The nominating committee also presented its recommendations for a slate of officers for 1961-62. For president -Irving Stern, Montefiore Hospital; vice-president-Maurice Kirby, Kings County Medical Center; treasurer-Al Fierman, Mt. Vernon Hospital; and secretary-Ernest Jones.

Elections will be held at the November meeting when nominations from the floor will also be honored.

-Henry Mozdzer

Garden Staters at Jamesburg

MORE THAN 100 persons turned out for the annual Fall Conference, Golf Outing and Award Dinner sponsored by the New Jersey Laundry & Cleaning Institute at Forsgate Country Club, October 19. It was a full day and a good day.

One of the chief attractions of the conference program was a report on the revolutionary new Jet Stream machine by Morris Sanders of Kent Stores, New York City, Mr. Sanders was one of the original members of the All American Research Foundation and has two of these \$78,000 machines on order. He was most enthusiastic about its possibilities, pointing out that most of the big developments in the past have been initiated by working plantowners. He confirmed many of the details reported in our September issue of THE LAUN-

DRY JOURNAL. The first machine will be shown to the public in January, he said.

Harry Gross of Lincoln Rug Company, Newark, quelled some of the skepticism by pointing out the machine works quite like some of the automatic rug machines that wash, rinse and wring in one continuous operation.

Al Johnson, NID's industry trade representative and the moving spirit behind the "National Claims Adjust-ment Guide," described how the guide was developed and its public relations significance. The guide, for the first time, establishes a life expectancy for various garments and suggests a fair adjustment in case of loss or damage. If a cleaner merely compromises on a claim, the customer doesn't fully appreciate how much of a break she's

getting. The guide establishes a base commonly approved by many groups.

Mr. Johnson also told of future plans to develop a guide for establishing liability. He believes sufficient precedents have been set and National Standards (L-22) could serve as its backbone. "This will do more to promote permanent identification of garments than anything heretofore," said he. If all goes well the liability guide might be ready by 1963.

Ralph Smith, director of the New Jersey Institute's Department of Chemical Engineering, gave a brief report on decontaminating radioactive linen. Ten formulas are commonly used at present-ranging from a phosphoric acid formula to a simple soap and alkali formula. His point was that commercial laundries could handle

Continued on page 60



Decontamination, claims adjustment, public relations and the Jet Stream were the subjects of discussion at the second annual Fall Conference



Ralph Smith was the winner of this year's "Silver Starch Bucket Award" for his 33 years of outstanding service to the industry



Armstrong Steam Traps cost you less because they last longer with less maintenance, and they don't leak steam

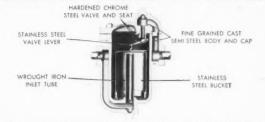
Ask anyone who has used Armstrong traps for any length of time-he'll tell you that Armstrongs are the most economical traps you can buy. Not only in terms of low initial cost—but also in average annual cost over the years. 40% less maintenance with Armstrong traps is the average of reports from users taken over a period of years . . . up to 30% savings in fuel.

With the Armstrong inverted bucket design, no steam reaches the discharge orifice. Yet condensate and air are removed continuously as fast as they reach the trap, keeping your equipment really hot! Armstrong steam traps last longer, but naturally they don't last forever. When they do wear you don't have to buy new traps. Just put in a new mechanism without even removing the trap body from the line.

So don't be satisfied with claims—ask people who've compared Armstrongs with other traps in use. Your local Armstrong Representative will be glad to show you cost-saving reports from other laundries who have benefited with Armstrongs. Call him today-there's no obligation.



DESIGN AND CONSTRUCTION THAT LAST!



GET THIS HELPFUL BULLETIN

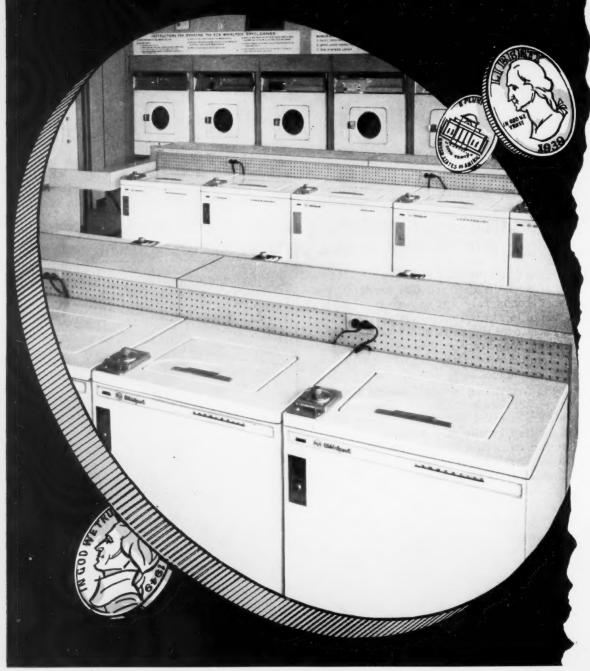
8-page Bulletin 1931, written especially for laundry and dry cleaning men, tells how Armstrong traps can help you make more profit. Also contains reports from satisfied Armstrong users, describes advantages of "unit trapping" method, tells what trap to use for every machine in your plant, gives prices and specifications of Armstrong traps.

To get your free copy, just call your Armstrong Representative, or send the coupon today.

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Company_		
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New possibilities for



OP PROFIT

can be yours with RCA WHIRLPOOL DRYCLEANERS AND WASHERS

Have you seen the new, complete coin-op "package" from Whirlpool? It's terrific! First, there's an unexcelled product line... the new RCA WHIRLPOOL drycleaner, the standard commercial washer, and the new extra-capacity Wash-A-Lot washer plus all other necessary equipment. Here's everything you need to get into the coin-op business, whether you open a new location or add to an existing one. When you buy RCA WHIRLPOOL equipment, you deal direct with the factory. And, when you buy, a factory field service force stands behind you to make sure that everything is right.

There's much more to this profit program than excellent product and service, however. There's financing for up to 90% of the total equipment value. There's layout and planning service to help you get started fast and right.

And, tested advertising and promotional programs show you how to sell your service to the community most effectively. All the tools you need are at hand, sharp and ready for use. Your own keen business judgment is the ingredient that rounds out the package and makes possible the remarkable profit opportunities that exist. Call or write today!

The RCA WHIRLPOOL coin-operated drycleaner is listed under Reexamination Service of Underwriters' Laboratories, Inc.



CORPORATION

Commercial Laundry & Drycleaning Equipment Div,, Benton Harbor, Michigan

Regional Offices: Irvington, N.J.; Atlanta, Ga.; Dallas, Tex.; Oak Park, Mich.; San Mateo, Calif.

> In Canada: Whirlpool Appliances Canada Limited, 10 Jeavons Ave., Scarborough, Ontario

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

Whirlpool Corporation
Commercial Laundry &
Drycleaning Equipment Div.
Benton Harbor, Michigan

Please send complete information on the new RCA WHIRLPOOL coin-operated drycleaners and washers.

Have representative call in person.

Name
Firm Name
Address
City
Zone
County
State





New president Edward Ewell with Mrs.

Ewell Heads Allied Trades

Conley, Castle, Dahl and Monro are other officers



Carl S. Hulen (left), retiring president, receives tray for meritorious service from L. S. Smith III.

A PROGRAM solidly loaded with panel discussions and interspersed with time "on the town" featured the largest convention ever held by the Laundry & Cleaners Allied Trades Association. Its location at Las Vegas, Nevada, in typically delightful October weather, drew many an allied tradesman normally reluctant to travel so far. About 400 LCATA members and their wives were registered.

Subjects covered were exhaustive in their spread from exhibits through business conditions and sales practices to beating the percentage on a one-arm bandit. Consensus concerning the latter is that it can't be done! Delegates to the convention broke up into groups by classification of business to attend as many as four panel discussions being conducted concurrently. High attendance at all meetings attested to their value.

The titles of the subjects covered were certainly not new, nor were the viewpoints expressed by many panelists. Yet the undercurrent of opinion pervading the convention was a strong conviction that we in the textile maintenance industries are on the threshold of a new era. Population explosion, invasion of new capital funds, mushrooming of new manufacturers, competition of old and new methods all loomed over proceedings with an urgency that refused to be submerged under the glitter of Las Vegas,

A complicated election procedure selects members for three major committees in LCATA. In turn, the board of directors and officers of LCATA are chosen from membership of these committees. Listed below are members of the committees, with asterisks (*) indicating those also on the board of directors. Other committee members are alternates, in case board members are unable to serve.

Distributors Committee: *Louis Dulberg, West Side Corp.; *H. E. Richardson, F. H. Ross & Co.; *Carl S.

Left to right, seated: John K. Clement, Carl S. Hulen, Edward Ewell, J. Robert Conley. Oliver H. Castle, W. R. Monro, W. J. Bucklee, L. S. Smith III. Back row: W. M. Johnson, Charles A. Gault, R. V. Anderson, H. E. Richardson, J. L. Mayberry, Alexander Guss, Ray G. Johnson, Louis Dulberg, Rodger R. Jackson, Walter J. Wahlen, Walter Trombold, Oscar Victor, Monte Huebsch, Jr., Wayne Wilson, R. W. Allen.

Hulen, Wm. Lynn Chemical Co., Inc., *J. Robert Conley, Carman-Conley, Inc.; *Alexander Guss, Joseph Guss & Sons; *Walter S. Trombold, Reid Supply Co.; L. W. Baff, Kenston Corp.; J. R. Morris, Virginia-Carolina Laundry Supply Corp.; E. H. Russ, John P. Lynch Co.; Rudolph Ramelli, Rudolph Ramelli, Inc.; Ralph B. Craig, Craig Supply Co.; Alex Marks, Belenky, Inc.; Arthur D. Fry, The Fry Brothers Co.; Joseph Freeman, Saxe-Freeman Co.; Hal N. Cox, Morris & Eckels, Inc. Committee chairman is Mr. Dulberg.

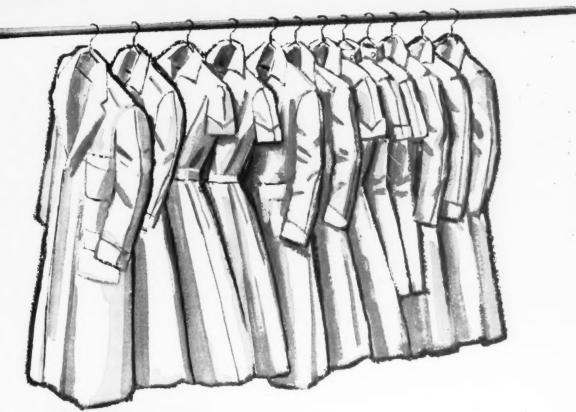
Supply Manufacturers Committee:
*Nils S. Dahl, John T. Stanley Co.,
Inc.; *Ray G. Johnson, Cowles Chemical Co.; *Robert W. Allen, Keever
Starch Co.; *Edward Ewell, Pennsalt
Chemicals Corp.; *Richard V. Anderson, Wyandotte Chemicals Corp.;
*J. L. Mayberry, R. R. Street & Co.,
Inc.; W. R. Monro, Hercules Powder
Co., Huron Milling Div.; Charles E.
Grant, Columbia-Southern Chemical
Corp.; Morry Friedlander, DaviesYoung Soap Co. Committee chairman
is Mr. Monro.

Machinery Manufacturers Committee:

*John K. Clement, Bock Laundry Machine Co.; *Oliver H. Castle, Troy Laundry Machinery Div., American Machine & Metals, Inc.; *Morris Landau, Cummings-Landau Laundry Machinery Co.; *Wayne Wilson, American Laundry Machinery Industries, Inc.; *Monte Huebsch, Jr., Huebsch Originators; *Oscar Victor, Vic Manufacturing Co.; Roger N. Conger, Hammond Industries, Inc.; H. R. Hoyt, Hoyt Manufacturing Corp.; W. C. Glover, Jr., Bill Glover, Inc. Committee chairman is Mr. Clement.

New officers of LCATA are Edward Ewell, president; J. Robert Conley, vice-president; Oliver H. Castle, secretary; Nils S. Dahl, treasurer; W. R. Monro, assistant treasurer.

-William R. Palmer



One "size" fits all jobs

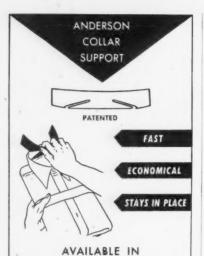
That size, of course, is CLINTON C & A STARCH . . . the starch that needs no expensive additives. Just vary its concentration to suit various fabrics. Uniforms, smocks, overalls and linens gain customer-pleasing smoothness and crisp, clean texture. All purpose C & A STARCH cooks in only 10 minutes after bringing to a rolling boil and never builds up on presses or ironer rolls. That means you always get fast, trouble-free production. To speed operations and produce perfect finishes on all industrial and professional fabrics, try uniform, waste-free CLINTON C & A STARCH.

Technical service always available

CLINTON CORN PROCESSING COMPANY



CLINTON, IOWA



3 GRADES... Deluxe, Standard and Economy grades offer a selection of price ranges to the plant operator-

2 COLORS...now—a choice of green or blue to harmonize with your present packaging.

Write for 500 free samples.

ANDERSON COLLAR SUPPORT CO.

1443 East 120th Street Cleveland 6, Ohio

- No more wrinkling
 No more slippage
- No continual tightening

with the ZEIDLER APRON "SUR-DRIVE"

for Flatwork Ironers

The Apron "Sur-Drive" is a spiral wound material having a special "pebble finish." It is easily installed by your own engineer on both upper and lower drive rolls. The pebble surface assures truetracking of both aprons—in fact, we guarantee both aprons will track together! Write for prices and full details

ALSO—FEED RIBBON "SUR-DRIVE" for Longer Ribbon Life

Available from your DISTRIBUTOR, or write direct

ZEIDLER

MANUFACTURING CO., INC. 633 Concord Avenue MAMARONECK, N. Y.

SEEN AND HEARD

Appreciating the fact that a route salesman's job is subject to many tensions and pressures, a rug cleaner in Philadelphia sends his men to a psychiatrist when their work performance drops off for no particular reason.

A & P Food Stores has opened its first coin-op laundry-drycleaning center in the same building with one of its new supermarkets. Other chains now said to be interested in establishing operations include: Grand Union, Kroger, Stop & Shop and Mayfair Super Markets.

The Supreme Court refused to consider its May 29 decision upholding state blue laws against commercial activities on Sundays. The decision rendered was that most blue laws are of a secular rather than a religious character.

A Census Bureau survey reveals 62 percent of the nation's households have washing machines. One in 10 had electric dryers, while a little more than one in 20 had gas dryers.

The fossil remains of a 50-foot sea serpent which swam in seas covering much of New Jersey about 75 million years ago, were recently unearthed from the greensand marl of the Inversand Company near Sewell, New Jersey. The company manufactures water conditioning equipment.

Consolidated Laundries Corporation net profit after Federal Taxes dropped eight percent comparing the first nine months experience of 1961 with the first nine months of 1960.

Approximately 90 percent of the laundry workers in New York City are Puerto Ricans, and in many cases managers and supervisors here are required to speak the language to hold their jobs.

Fume Control

Continued from page 35

ly of dipping and drying the cap on the intake to clean the steel wool so that it will filter instead of plug. This operation has coincided largely with the cleaning of the air filter. When an engine is overhauled, the exhaust tube usually gets cleaned out by dunking in the cleaning tank along with the engine. That's about the size of it.

With the new system it will probably be necessary to remove the regulating valve and tube for a check and possible cleaning in solvent to prevent sticking on a "B" inspection or at about 10,000 miles. This is not much of a job, and it is possible that you will never be able to notice any additional time on the "B" inspection. This writer has a suspicion that with some experience we will learn that the valve does not have to be cleaned regularly unless the engine is in bad condition or cheap oil is being used in the crankcase.

There is said to be a slight reduction in vehicle performance—but so slight it takes special test equipment to gauge it.

At present there does not seem to be any disposition on anyone's part to force fleet operators to install positive ventilation devices on vehicles already in service. Even if some zealot gets some publicity proposing such a measure, he has little chance of success. All he has to do is stop and think of how such a measure could be enforced.

Garden Staters

Continued from page 54

such work if certain precautions were observed.

Later in the day Mr. Smith was presented with the "Silver Starch Bucket Award" for his distinguished service to the industry. He has earned a national reputation for his work on quality control, garment analysis, industry educational programs, and is author of a book on washroom chemistry which is widely used as a standard text.

Arthur Gelnaw, president of the American Institute of Laundering and Westwood (N. J.) Laundry, brought the members up to date on the National Public Relations Program for Professional Laundries.

-Henry Mozdzer

STOP YOUR PROFITS...



Replace now!

from going down the drain! Replace with United Valves...

Go ahead . . . don't replace those leaky valves and worn pressing machine parts! After all, it's only money you're wasting—and you'd be shocked at how much really does go down the drain each day!

On the other hand, there are distinct advantages in replacing faulty valves and parts. First, initial cost is *not* prohibitive when you select UNITED. Second, when you replace with UNITED equipment, you can be sure of long, economical, trouble-free service. Precision engineering and over 50 years' experience see to this. Third, the quality of your customers' finished garments will *immediately* improve . . . and happy, satisfied customers make you smile all the way to the bank!

So, check your steam system and pressing machines *now*. Replace with UNITED valves and parts to protect your profits. It's so simple that we're surprised you didn't think of it yourself!

SEE YOUR DEALER AND ASK FOR



Dept. LJ

UNITED BRASS WORKS, INC., Randleman, N. C., Phone 7610 · Valve Manufacturers For Over Half a Century

association ACTIVITIES

Management Wives Invited to Home Counselor Workshop

Wives of laundrymen and women on the management level are being invited to attend the home counselor workshop at AIL headquarters in Joliet the week of December 4. The invitation was extended to give women who are closely connected with laundry management affairs a better understanding of what the program aims to accomplish.

As a result of requests from a number of laundrymen and counselors, particular emphasis at the three-day course will be placed on public speaking.

Other subjects include employee relations; speech composition; local advertising; public relations and publicity; plant tours; a tour of the AIL labs and model laundry; attendance at an actual home counselor presentation before a women's group; a refresher course on fabric care; and counseling in the plant, in the home and by telephone.

Publicity releases and photos of all counselors attending the workshop will be supplied to hometown papers.

All graduates of the course are invited by President Martha Reed to become members of the NAFCHC. They will receive graduation and membership certificates and the NAFCHC publication, "News and Notes."

For further information, contact Anne Sterling, American Institute of Laundering, Joliet, Ill.

Industry News on Radio

Brief, interesting facts about the professional laundry industry are now being supplied monthly to 698 radio stations through "Seconds To Go," a special feature service of Gray & Rogers. The items are intended chiefly to fill in unused time on a program, although many program directors report they use the material as a regular feature.

Professional laundry material has been used on "Seconds To Go" since the PR for PL Program began about four years ago. Three laundry items are supplied to the stations each month, or 36 a year.

Newspaper Trade Weekly Features National PR Program

The Editor and Publisher devotes nearly a full page in its September 30 issue to the professional laundry industry's National Public Relations Program.

Appearing under the heading, "Ads Launder Image of Laundry Industry," the article points out how the "longrange public relations and advertising campaign to change the public image of the professional laundry industry" has resulted in increased and improved local advertising and greater recognition for the industry.

The article outlines Anne Sterling's various activities on a national level and the function of home counselors on the local level. It also cites the Ad Packs as another "major item" in improving the industry's image by stressing "such points as freshness of laundry-washed fabrics, beauty, care in packaging."

LSAA Plans Chicago Convention

The Linen Supply Association of America will hold its 50th annual convention and exhibit at the Edgewater Beach Hotel in Chicago on May 16-20. A recent meeting of the convention committee, headed by co-chairman H. Erwin Wine of Great Lakes Linen Supply Co., and Walker Morgan of Morgan Service, Inc., helped get convention plans underway.

Anne Sterling Radio Spots Now Cover Continent

Radio stations in every state in the continental United States are now using the monthly Anne Sterling recorded interviews on fabric care as a result of the addition of station WSKI, Barre, Vt., to the roster, bringing the total to 166.

In accepting the interviews, WSKI program director Ruth K. Baker commented: "This type of interview goes well on my show, 'Shopping With Ruth,' as my listeners are mostly women."

Twenty-seven interviews have been produced to date. Each record carries three interviews for suggested use once a month.

LSAA Sales Congress

The Linen Supply Association of America-sponsored Sales Congress in Chicago September 28-29 attracted an attendance of nearly 100, one of the highest in the association's sales training conference programs. The Congress was divided into workshops which ran either half or full days. Another Congress for West Coast linen suppliers was scheduled for December 4-5 at the Jack Tar Hotel in San Francisco.

AIL Annual Ad Contest

The American Institute of Laundering's 21st annual laundry advertising contest was opened recently, with the deadline for entries set for December 15. The contest, open to members only, is based on material used since January 1, 1961, or planned for the balance of the year. Awards will be made for winning entries in the following classifications: newspaper ads under 8 column inches; newspaper ads from 8 to 30 column inches; newspaper ads over 30 column inches; radio and TV; direct mail; bundle inserts; packaging; advertising from outside the U. S. and Canada; posters and miscellaneous.

AIL Schedules Institutional Course

A special management course for institutional laundrymen will be held at AIL headquarters January 15-26. The course is designed for present and prospective institutional laundry managers, supervisors and other key institutional employees. It is an ideal survey course for former students of the School of Laundry Management from institutional plants, according to Cecil H. Lanham, AIL director of research and education.

Topics during the two-week session will include washroom procedures, linen control, supervising employees, cost control, flatwork procedures, selecting supplies and equipment, record keeping, finishing, and handling blankets and specialties. In addition, students will spend two hours on three days of each week working under supervision in AIL's laundry putting into practice what they have learned in the classroom.



HERE'S A PRACTICAL ONE!

Subscriptions to this magazine, presented to your key employees, make wonderful, long-lasting Christmas gifts. And, because you subscribe yourself, you can order as many gift subscriptions as you need

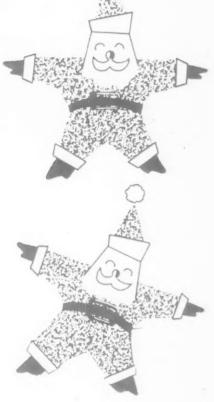
AT HALF PRICE!

All year-'round, with their personal copies of this magazine before them, your key employees will be getting the same kind of down-to-earth, how-to-do-it-better information you're getting through your subscription.

With more people reading this magazine in your plant, there's bound to be more improvement in efficiency and quality . . . there's bound to be more business and more profits.

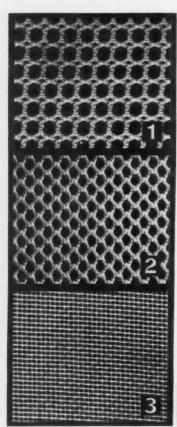
In addition to splitting the cost of gift subscriptions with you, we'll send a handsome Christmas card to each employee for whom you subscribe, announcing the gift to them just before December 25.

Won't you fill out your gift list today . . . and send it to us? We'll take care of your order immediately.



Subscriptions to **THE LAUNDRY JOURNAL** regularly cost \$5.00. But as a current subscriber, you can order gift subscriptions for only \$2.50 each!

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THE LAUNDRY JOURN	NAL 466 Lexington Avenue, N	lew York 17, New York	
Enter subscriptions for one	year for the following employe	ees of our company at the special rate of	f \$2.50 each:
To		To	
Home Address		Home Address	***************************************
City and State	Position	City and State	Position
To		To	***************************************
Home Address		Home Address	
City and State	Position	City and State	Position
Send	Subscribing Company Address	ing the subscription as a gift from	
REMITTANCE	ENCLOSED	INCLUDE OUR RE	ENEWAL AT \$5.00



A Net for Every Service A Price for Every Plant

1 BAR-MASTER

Nylon Laundry Nets. 260 Denier knitted. In white, solid red, blue, green, yellow, brown, black, purple, orange.

2 MASTER-KNIT

Nylon laundry nets. 260 Denier knitted. In white. Solid red, blue, green, yellow, brown or orange on request.

3 BULLDOG, 260 Denier, 2 x 2

Nylon laundry nets. Woven in white, solid red, blue, green, brown, yellow and orange.

4 MESH TOP NYLON NETS

Bulldog body with Bar-Master top. White body and white top or white body with colored top.

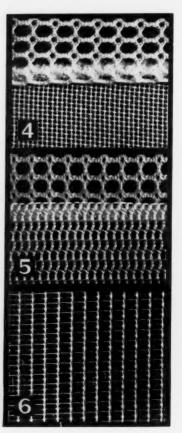
5 MARK 11 NYLON NETS

Knitted body with Bar-Master top. White body with white top, or white body with colored top.

6 2 x 6 NYLON NETS. White only

Ask your jobber to show you samples and COMPARE! You'll see, at first hand, how the Bulldog line gives more from the standpoint of quality, service and economy.





Allied Trades News

Continued from page 12

Vamco, otherwise known as the Vending Appliance Manufacturing Corp., announces that Max Kowitt is president; Jules Alexandre is vice-president and director of merchandising, and Bill Ratner is director of services.

Mr. Kowitt, president of Vamco and its predecessor companies for the past five years, has been actively engaged in the distribution of self-service coin-op laundry and cleaning equipment since 1945. He has acted as national sales manager in charge of distribution for nationally known brands

of commercial washers, as well as being responsible for the distribution of a wide variety of products exclusively to the coin-op industry.

Mr. Alexandre has been engaged in the sale of commercial laundry and air conditioning equipment for the past 25 years, while Mr. Ratner has sold and serviced coin laundry equipment over the last 15 years.

C & C Manufacturers & Distributors, Inc., has appointed Fred K. Smith sales manager of the coin-op products division. Mr. Smith joined C & C a year ago as sales representative for the Central and Western territory.



MAX KOWITT



JULES ALEXANDRE



BILL RATNER



FRED K. SMITH

NEWS ABOUT People

NORTH CENTRAL

Scotty's Complete Laundry and Dry Cleaning, 111 W. Poplar St., Du Quoin, Ill., has completed installation of new equipment, proprietor Edgar Scott announced recently.

August Porto has been appointed manager of the laundry at St. Mary of Nazareth Hospital, Chicago, Ill., it was announced by Sister Mary Edelburg, administrator.

West Terre Haute (Ind.) Laundry, Inc., recently filed articles of incorporation. William J. Shaker, John Figg and Edward L. Hamilton are the incorporators.

Argyle Laundry and Cleaning Co., Chicago, Ill., has applied for a certificate of occupancy for establishment of a drycleaning concern at 5416 N. Kedzie, Chicago, Ill.

Leone Wenner has taken over management of Cudahy (Wis.) Laundry on E. Kirkwood Ave., from Mrs. W. Reynolds, who operated the firm for the past 10 years.

Mr. and Mrs. Floyd Isensee and Mr. and Mrs. O. Gregerson have announced the purchase of Long Prairie (Minn.) Laundry from L. C. Dixon.

NORTHWEST

Cascade Laundry & Cleaners, Klamath Falls, Ore., has installed a new boiler.

Mr. and Mrs. Gerald Greening held an open house in their recently opened laundry in Campbell, Neb.

Henry and Ronald Bycroft have announced plans for the establishment of a laundry in Gibbon, Neb. New Service Laundry, Roseburg, Ore., is now back in operation following the fire which destroyed the plant some months ago.

Albany (Ore.) Laundry & Drycleaners recently added a new washer-extractor.

EAST

Associated Laundries of America, with headquarters in Utica, N. Y., has announced the acquisition of Best Coat & Apron Mfg. Co., linen supply and textile firm of New York City.

Riverton Laundry, Maple Shade, N. J., has merged with Cascade Laundry of Woodbury, and will operate under the name of Cascade Laundry. Noah Kuensell has operated Riverton Laundry since it was founded 42 years ago.

Robert Johnson recently won top route-salesman honors in a summer contest conducted by Flood Brothers Textens Laundries of Long Island City, N. Y. Also receiving awards in the contest were James Madden, Louis Wesely, Fred Roller, John Hyland, Allen Plows, Emil Kobel and Alfred Plant.

Pilgrim Laundry & Dry Cleaning Co., 1041 16th St., Huntington, W. Va., has installed new shirt finishing equipment. The firm has 10 offices located throughout the city.

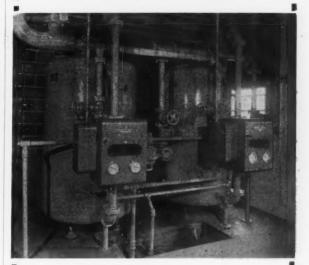
Mercy Hospital, Buffalo, N. Y., was the beneficiary of a drive to raise \$25,000 to modernize its laundry, under sponsorship of the hospital's Men's Sustaining Society and the Mercy League, a women's organization.

Mrs. Marjorie Dobbs has been elected president of Monarch Laundries, Inc., New

MORE THAN 4,000 LAUNDRIES*

USE

INVERSAND ZEOLITE WATER SOFTENERS!



Here's Why . .

- Over 200 sizes—one for every flow and capacity
- Manual or automatic operation
- Single or multiple units
- Your selection of six different zeolites
- Unequalled field service
- Prices and terms to suit most budgets

* Suitable for both commercial and institutional laundries. Send for Bulletins giving full details—or ask to have Representative call without obligation. Specialists for 50 years in the economical over-hauling, rebuilding, and modernizing of all makes of water softeners.



THE MARK RECORD SHEET

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks.

Used for years by hundreds of laundries



Prevents duplication of marks; Avoids mixup of garments; Aids and simplifies sorting; Used in any marking system; Precludes thievery.



PRICE per thousand\$7.50 5,000 or more, per thousand 6.50



SAMPLES FREE (Payment must accompany all orders.)

THE LAUNDRY JOURNAL 466 Lexington Ave., New York 17, N. Y.

Haven, Conn., succeeding her late husband, Charles M. Dobbs. Mrs. Dobbs, the second person to hold the office in the 65-year history of the firm, has been a member of the board of directors for 15 years and executive vice-president for the past five years. She is succeeded in this position by Salvatore J. Alea, an employee for 32 years and plant superintendent for the past 15 years.

WEST

L. H. and Charles Barnes, president and manager respectively of Barnes-Manley Laundry and Dry Cleaning, Tulsa, Okla., were hosts to the firm's sales force at a dinner held recently. Myrtle Sandusky is the company's secretary.

Liberty Towel and Linen Supply Co., Fresno, Calif., has been purchased by National Linen Service Corp. of Atlanta, Ga. Jack H. Kelley has been transferred from the company's headquarters to Fresno as executive manager. Charles F. Weiss will continue as the unit's general manager.

Mr. and Mrs. Orville S. Snelling have completed negotiations to establish a laundry at Highway 120 and Fourth St., Escalon, Calif.

SOUTH

W. T. Warren, Jr., owner of Warren's Laundry-Cleaners, Inc., Vero Beach, Fla., has announced the purchase of Jimmy's Dry Cleaners, 20th Pl. and Commerce Ave., from James M. Reams. New name of the concern will be Warren's Laundry-Cleaners, Inc., of Vero Beach.

Royce Barrett has been elected president of Acme Laundry & Cleaners, Inc., Harrison, Ark., and Rudolph Brown has been named general manager. Stockholders of the firm are Mr. Barrett, Mr. and Mrs. Arther Barrett and Art Barrett, Ir.

Little Rock (Ark.) Laundry and Cleaners, Broadway and Eighth St., was damaged recently when a steel tank comprising part of the air-compressor system exploded.

City Laundry and Cleaners, 812 S. Gallatin St., Jackson, Miss., has added a cash-andcarry station at 809 N. State St.

OBITUARIES

HARRY BALESHTA, SR., 63. vice-president of Easton (Pennsylvania) Laundries, Inc., died recently. Mr. Baleshta was one of the founders of Nu-Way Laundry in 1922. Five years later it was incorporated into Easton Laundries, and he was named vice-president at that time. He also was vice-president of the board of directors of Mac-Intosh Associates, which operates a chain of laundries, Surviving are his wife, daughter and son.

JOHN A. BENNETT, 73, retired vice-president of Pennsylvania Laundry Co., Philadelphia, Pennsylvania, died recently in Elkton, Maryland, where he lived. Mr. Bennett was awarded a citation from the Pennsylvania Laundryowners Association for his contributions to

the industry. He was a former chairman of the Legislative Committee, past president and trustee of that association, and a former director of the Laundry Board of Trade of Philadelphia. He was also chairman of numerous committees including those dealing with problems arising from World War II and collective bargaining negotiations. Surviving are his wife and daughter.

LAWRENCE C. KLINE, 44, president of Kline's Coat, Apron & Towel Service, Philadelphia, Pennsylvania, died October 2 in Miami, Florida. Mr. Kline was also president of Peerless Union Linen Service, Inc., William Penn Laundry & Cleaners, both of Philadelphia, and Dixie Union Linen Supply Company of

Florida. He was graduated from the Wharton School of the University of Pennsylvania and attended the AIL. In 1958, Mr. Kline was one of the judges in Starchroom LAUNDRY JOURNAL'S Parade of Progress contest. He was a veteran of World War II, past president of the Linen Supply Association of America, and at the time of his death was chairman of the association's Research Committee. He was a member of the Young Presidents Organization and past chairman of the group's Philadelphia chapter, a member of the board of directors of the Second National Bank of Philadelphia, and a board member of St. Christopher's Hospital for Children. Surviving are his wife, mother, two daughters and two sons.

ROBERT PONTACO, 67, operator of New Domestic French Laundry, San Francisco, California, died recently. Born in Paris, Mr. Pontacq came to San Francisco 40 years ago, and operated the firm for 39 years. He was a member of the French Laundry Owners Association and Seminole Tribe No. 54, Improved Order of Red Men. Surviving are his wife and son.

JEAN PIERRE URRERE, 86, retired operator of Louvre French Laundry, Redwood City, California, died recently. A native of France, Mr. Urrere operated the firm for 40 years. Surviving are his wife, daughter, son and three stepdaughters.

convention CALENDAR

AIL-Young Men's Conference

Stardust Hotel, Las Vegas, Nevada, November 15-16

California Laundry & Linen Supply Association—Fall Clinic Tropicana Hotel, Las Vegas, Nevada, November 17-18

Southern Distributors Council Richmond Arena, Richmond, Virginia, November 17-19

1962

National Institute of Rug Cleaning, Inc.

Queen Elizabeth Hotel, Montreal, Quebec, Canada, January 13-16. With exhibit

Minnesota Institute of Laundering and Cleaning, Inc. Hotel St. Paul, St. Paul, Minnesota, January 20-21

Louisiana Laundry and Cleaners Association Captain Shreve Hotel, Shreveport, Louisiana, January 26-28

New Jersey Laundry and Cleaning Institute Essex House, Newark, New Jersey, February 10

Diaper Service Industry Association Americana Hotel, Bal Harbour, Florida, March 14-17

National Institute of Drycleaning Palmer House, Chicago, Illinois, March 20-22

American Institute of Laundering Convention and Exhibit, Sheraton-Chicago Hotel and Mc-Cormick Place, Chicago, Illinois, March 21-25

National Association of Institutional Laundry Managers Hotel Schroeder, Milwaukee, Wisconsin, March 21-24

California Laundry & Linen Supply Association Rivera Hotel, Palm Springs, California, May 3-6

Ohio Laundryowners' Association Leland Hotel, Mansfield, Ohio, May 9-11

Linen Supply Association of America Edgewater Beach Hotel, Chicago, Illinois, May 16-20

Maryland, District of Columbia & Virginia Laundryowners Association Homestead, Hot Springs, Virginia, June 21-23

You can pin SAVE SPACE SAVE NETS



KEY-TAG CHECKING SYSTEM DIV. THE RISDON MANUFACTURING CO. NAUGATUCK, CONN.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT, 208).

SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION OF The Laundry Journal, published monthly at Lancaster, Pa., for October 1, 1961.

State of New York County of New York Ss.

Write for bulletin.

The names and addresses of the publisher, vice president, accutive manager, editorial director, and editor are:

Publisher, The Reuben H. Donnelley Corporation, 466 Lexington Ave., New York 17, N. Y.

Vice President: Edward A. O'Rorke, 466 Lexington Ave., New York 17, N. Y.

Executive Manager: Edward B. Wintersteen, 466 Lexington Ave., New York 17, N. Y.

Editorial Director: William R. Palmer, 466 Lexington Ave., New York 17, N. Y.

Editor: Henry A. Mozdzer, 466 Lexington Ave., New York 17,

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding I percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) The Reuben H. Donnelley Corporation, 466 Lexington Ave., New York I7, N. Y. Dun & Bradstreet, Inc., 99 Church St., New York 8, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear on the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the act of June 11, 1960 to be included in all statements regardless of frequency of issue.) 6,605.

EDWARD A. O'RORKE, (Signature of Vice President)

Sworn to and subscribed before me this 20th day of September, 1961.

WALTER H. FREDRICKS
Notary Public, State of New York
No. 41-6391975
Qualified in Queeus County
(y commission expires March 30, 1962) (My ec

Term expires March 30, 1962.

classified department

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads $\delta \epsilon$ a word for first insertion, $\epsilon \epsilon$ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment must accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net, not commissionable.

Mail your box number replies to THE LAUNDRY JOURNAL, 466 Lexington Ave., New York 17, N. Y.

HELP WANTED

EXPERIENCED SALESMAN-TECHNICIAN FOR ALKALI SALES AND SERVICE TO THE LAUNDRY INDUSTRY. STRONG TECHNICAL BACKGROUND THROUGH 3-4 YEARS EXPERIENCE OR A.I.L. GRADUATE PREFERRED. OPENING IN PHILADELPHIA—BALTIMORE—WASHINGTON—RICHMOND TERRITORY, LABORATORY AND FIELD TRAINING PROVIDED TO SUCCESSFUL CANDIDATE, SALARY AND TRAVELING EXPENSES PLUS LIBERAL BENEFITS. APPLY BY PHONE OR WRITE DETAILS OF EDUCATION, EXPERIENCE AND SALARY DESIRED TO N. E. SIEMS, PHILADELPHIA QUARTZ COMPANY, PUBLIC LEDGER BUILDING, PHILADELPHIA 6, PA. MARKET 7-7200.

Laundry Manager, eastern city, \$17,000 weekly volume. Salary \$15,000 to start. Further details after contact. Replies confidential. ADDRESS:
Box 2600, THE LAUNDRY JOURNAL.

Route sales supervisor: Unusual opportunity for person with proven ability to take complete charge of training and supervising ten established city wide retail routes. This company is top quality in its field and potential is unlimited, All replies confidential. Mr. Nichols, Plaza Cleaners & Laundry, 4200 Penn., Kansas City 11, Missouri. 2607-7

LAUNDRY PRODUCTION SUPERINTENDENT. \$12,000 TO \$15,000 PER YEAR. Must be able to control quality, service and costs for large Chicago family laundry. If you cannot make yourself valuable enough to be worth \$12,000 to \$15,000 per year, do not answer this ad. State experience, education, age, etc. in resume. ADDRESS: Box 2620, THE LAUNDRY JOURNAL.

LAUNDRY MACHINERY SALESMAN—To sell large washroom equipment used in institutional linen and industrial type laundries. Must be experienced with good sales record. Salary plus commission plus other benefits. Permanent position to right man. Send complete resume with reply. All replies confidential. ADDRESS: Box 2621, THE LAUNDRY JOURNAL. -7

SITUATIONS WANTED

SUPERINTENDENT OR SUPERVISOR. 20 years experience. All phases family, industrial or linen supply. 43 years old. Production, methods and analysis specialist. ADDRESS: Box 2601, THE LAUNDRY JOURNAL.

Superintendent, laundry and drycleaning. Good production record. Seeking permanent employment. 44 years old. Over 20 years supervisory experience. Married with family responsibilities. ADDRESS: Box 2606, THE LAUNDRY JOURNAL.

LAUNDRIES AND CLEANING PLANTS FOR SALE

For Sale: Laundry and real estate. Reasonable down payment and monthly payments. Death of my husband is reason for selling. Good location with high potential for expansion. ADDRESS: Box 2602, THE LAUNDRY JOURNAL.

Old established family laundry and drycleaning plant located in fast growing Long Island, New York. Gross over \$130,000 yearly. Principals only. ADDRESS: Box 2605, THE LAUNDRY JOURNAL. -2

For sale: Good-sized laundry near Chicago, doing over \$130,000 sales in family and commercial work. In business 40 years. Owner wishes to retire and will not refuse any reasonable offer. ADDRESS: Box 2587, THE LAUNDRY JOURNAL.

For sale or lease: Modern drive in plant, commercial drycleaning, laundry and linen supply, on main artery ½ mile from downtown. Same owner 23 years. Must have \$75,000 down. ADDRESS: Box 2610, THE LAUNDRY JOURNAL.

BUSINESS SERVICE

ATTENTION LAUNDRYMEN—Investment payoffs in less than one year—we install rebuilt cylinder-type ironers to your four or six roll ironer—do flatwork at a terrific saving in productive payroll and claims—no gobacks—pillowcases—contour sheets—spreads—done in one pass. Write or phone for additional information. BIEL'S MACHINERY CO., 25-27 WEST 23RD ST., BAYONNE, N. J. HEMLOCK 7-3033.

CONSULTANTS

Surveys of complete plants, single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. HARRY COHEN, LAUN-DRY MANAGEMENT CONSULTANT, 745 Fifth Avenue, New York 28, N. Y. Tell.: ELdorado 5-1355.

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$15.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hariford Mashington. 201-27

REPAIRS - PARTS - SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J. 1228-37

GENUINE PARTS now available for the Smith-Drum IRONERS, WASHERS AND TUMBLERS. SMITH-DRUM LAUNDRY PARTS AND MACHINERY COMPANY HAS BEEN PURCHASED BY S. SPITZER LAUNDRY MACHINERY SALES CO., INC., 56-06 CHURCH AVENUE, BROOKLYN 3, NEW YORK.

SUEDE AND LEATHER SERVICE

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed "FRENCH-TEX" process. LeFRANCE DYE HOUSE, 7606 Carnegie Ave., Cleveland 3, Ohio. "Member of the S. L. R. A." 2239-13

MISCELLANEOUS MERCHANDISE FOR SALE

NYLON LAUNDRY NETS 24"x36" ONLY \$13.50 PER DOZEN. HANKY NETS \$3.95 PER DOZEN, 18"x30" NETS \$8.95 PER DOZEN. WRITE L. S. SUPPLY COMPANY, 211-57 18th AVENUE, BAYSIDE 60, N. Y. 2241-45

BUY WHOLESALE (one at a time) ARROW, MANHATTAN shirts for claims only. PROLAUN shirts for sale or rent. FISHER REPLACEMENT SERVICE. P. O. Box 8082, Memphis, Tenn. 2619-45

MACHINERY WANTED

ALL TYPES OF LAUNDRY EQUIPMENT WANTED. ADDRESS: Box 2384,
THE LAUNDRY JOURNAL. -3

All types of flatwork ironers wanted for export. ADDRESS: Box 2537, THE LAUNDRY JOURNAL.

WANTED: SAGER A SPREADER and 42 x 42 HUEBSCH TUMBLER, E. R. Baker, Queen Quality Laundry, 3000 Joy Road, Detroit 6, Michigan. 2613-3

WANTED: 1-30 x 48 stainless-steel laundry washer, 1-36 x 54 stainless-steel laundry washer. These washers must be in A-1 condition and at a bargain. No dealers please. Modern Laundry Cleaners, P. O. Box 28, New Albany, Mississippi.

MACHINERY FOR SALE

USED EQUIPMENT: 42 x 54" -84" -96" American unloading washers, 42 x 84" Troy, American and Ellis two-pocket washers, 200 lb. Prosperity open-end washers, 100 lb. Glover washer-extractor, 25 lb. Prosperity open-end washer. CHICAGO USED AND NEW LAUNDRY EQUIPMENT CO., 3128 WEST LAKE ST., CHICAGO 12, ILLINOIS, NE-87764. 2516-4

10 Huebsch 42 x 42" open-end TUMBLERS, in first-class running condition, BARGAIN PRICE \$550 each. ADDRESS: Box 2557, THE LAUNDRY JOURNAL.

NOW AVAILABLE all parts for SMITH DRUM Ironers, Washers and Tumblers. Spitzer Laundry Machinery Sales Co., Inc., 54-06 Church Avenue, Brooklyn 3, New York.

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

USED EQUIPMENT: 2—42 x 84" Super unloading washers, 2—50" Ellis No Trux unloading extractors, 1—American 8-roll 120" ironer with spring pad and vacuum, 1—100 lb. Glover washer-extractor combination. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 WEST LAKE ST., CHICAGO 12, ILLINOIS, NE-8-7764.

One—SUPER 2-roll 120" chest-type steam-heated return ironer—factory rebuilt. One—Used 8-roll 120" chest-type ironer. SUPER LAUNDRY MACHINERY COMPANY, 1113 West Cornelia Avenue, Chicago 13, Illinois. 2137-4

STAINLESS STEEL CONTAINERS FOR 50", 54" & 60" UNLOADING EXTRACTORS IN VERY GOOD CONDITION AND READY FOR IMMEDIATE DELIVERY. THESE CONTAINERS AVAILABLE BECAUSE EXTRACTORS CONVERTED TO C/L SLING RING OPERATION. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2365-4

UNIPRESS BAS CABINET SHIRT BOSOM PRESS, REBUILT EQUAL TO NEW. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2372-4

54 x 120" C/L REBUILT MONEL METAL WASHER, NEW DOUBLE END ROLLER CHAIN DRIVE, NEW C/L EVERTITE DOORS, DIRECT MOTOR-DRIVEN THRU "V" BELT. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU, 305 Ten Eyek Street, Brooklyn 6, N. Y.

WASHROOM EQUIPMENT FOR SALE: All in A-1 condition. Can be seen in operation. 40 HP Gardner-Denver air compressor 9 x 9, 54" No-Trux American extractor with 2 sets of containers, hoist and monorail, 42 x 54 Troy Washer, 30 x 30 Jensen metal washer, 42 x 84 Jensen 4-pocket washer, 42 x 84 American 3-pocket streamline washer, 42 x 84 Troy 2-pocket streamline washer, 2—42 x 84 American 2-pocket streamline washers, 42 x 42 drycleaning tumbler—Huebsch, 50 gallon starch cooker, Prosperity air driven mushroom press, D.C. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina, Phone: 274-1594.

8-roll x 120" American Super Sylon ironer with canopy, A-1 Condition—Can be seen in operation in plant. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina, Phone: 274-1594.

Unipress two girl shirt unit, used 5 years, perfect condition. Can be seen in operation. \$1,500 firm. Ajax flatwork or drapery press, need some work, \$300. C&W LAUNDRY-CLEANERS, 300 South Division St., Blytheville, Arkansas.

80 H. P. O. & S. POWERMASTER 150 LB, HIGH PRESSURE OIL BURNER BOILER. COMPLETE WITH RETURN SYSTEM. BUILT IN 1958. IN EX-CELLENT CONDITION. READY FOR IMMEDIATE DELIVERY. CUM-MINGS-LANDAU, 305 TEN EYCK ST., BROOKLYN 6, N. Y.

WILLIAMS LAUNDRY MACHINERY CO.—all sizes and types of new, used and rebuilt laundry and drycleaning equipment: WASHER, EXTRACTORS, TUMBLERS, FLATWORK IRONERS, 1, 2 and 4 girl SHIRT UNITS, and many other items available too numerous to mention. Can satisfy all machinery needs at BARGAIN PRICES. We are also in a position to furnish parts for all makes and models of equipment. For further information CALL Stillwell 6-6666 or write WILLIAMS LAUNDRY MACHINERY CO., 37-37 9th Street, Long Island City 1, New York. 2609-4

100" Troy 2-roll return ironer, \$1,000; 2-girl Unipress shirt unit, \$275.
Priced for quick sale. Johnson Laundry, Albert Lea, Minn. 2611-4

25 lb. open-end washer—50 lb. American combination washer and extractor. BIEL'S MACHINERY CO., 25-27 WEST 23RD ST., BAYONNE, N. J. HEMLOCK 7-3033.

Mr. Laundryowner:

are your laundry methods as economical and efficient as they could be?

"Basic Laundry Practices"—a complete guide compiled and reprinted from the LAUNDRY JOURNAL will help you find the answer. Included are such topics as:

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THE LAUNDRY JOURNAL

466 Lexington Avenue, New York 17, N. Y.

Please send _____ copies of BASIC LAUNDRY PRACTICES at 50¢ each for which I am enclosing my check or money order, payable to Basic Laundry Practices.

Name	Title	
Company		1
Address		
City	Zone State	

MACHINERY FOR SALE (Cont'd)

AMERICAN and TROY 5-ROLL 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

6766-

8-ROLL 120" AMERICAN and TROY IRONERS, REBUILT IN NEW MA-CHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

AMERICAN MASTER CASCADE 44 x 84" 4-COMPARTMENT 4-DOOR PULLMAN SLIDE-OUT TYPE MONEL WASHERS, EQUIPPED WITH NEW C/L PATENTED HINGED WEDGE LOCK DOORS. CUMMINGS-LANDAU 305 Ten Eyck, Brooklyn 6, N. Y. 2468-4

CABINET SLEEVERS, PROSPERITY AND AMERICAN WITH MEASURING DEVICE. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305
Ten Eyck Street, Brooklyn 6, N. Y. 2112-4

PANTEX, HOFFMAN MODEL X AND PROSPERITY MODEL EZD AIR-OPERATED DRYCLEANING PRESSES. THOROUGHLY REBUILT. CUM-MINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6. N. Y.

Detrex Monarch two-bath unit complete. Bargain for quick sale. Hugh G. Henderson Company, 3204 Polk, Houston 3, Texas. 2612-4

42 x 84 American Cascade washer, 36 by 36 American Cascade washer. BIEL'S MACHINERY CO., 25-27 WEST 23RD ST., BAYONNE, N. J. HEMLOCK 7-3033.

2-girl Prosperity shirt unit. BIEL'S MACHINERY CO., 25-27 WEST 23RD ST., BAYONNE, N. J. HEMLOCK 7-3033.

USED EQUIPMENT: 6- and 8-roll 120" American flatwork ironers, 2-roll 120" American return-type ironer, 110". Chicago Dryer gas ironer. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 WEST LAKE ST., CHICAGO 12, ILLINOIS, NE-8-7764.

20" 26" 28" and 30" EXTRA-DEEP AMERICAN, FLETCHER, PELLERIN, TROY EXTRACTORS. Motor-driven. Some with NEW electrical equipment. Copper or stainless-steel baskets. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2222-4

SMITH—GRANTHAM CONDITIONER & DRYER, 200 LB. CAPACITY, GAS FIRED, HARDLY USED. BIEL'S MACHINERY CO., 25-27 W. 23 ST., BAYONNE, NEW JERSEY. HEMLOCK 7-3033.

42 x 84", 42 x 72", 42 x 64" Ellis Stainless Steel WASHERS. First class condition. BARGAIN FRICE. Must sell immediately!!! ADDRESS: Box 2594, THE LAUNDRY JOURNAL.

FOR SALE: Troy 6 roll 120" flat work ironer, 80HP Nebraska water tube boiler in excellent condition with Excelsior combination oil and gas burner, new controls, Refinite water softener complete. Mr. Garcelon, The Knox Laundry, Galesburg, Illinois.

TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLAT-WORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6. N. Y.

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y.

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

MONEL METAL WASHERS. AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48" 30 x 30", 24 x 36" 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

60" AMERICAN ZEPHYR, HOFFMAN AMICO and TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISSELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

AMERICAN 126", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY, CUM-MINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

48"HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y. 6910-4

2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRON-ERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyek St., Brooklyn 6, N. Y. 9942-4

PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 × 96", 44 × 198", 44 × 198" MONEL METAL WASHERS with 3 and 4 pockets. CUMMINGS-LANDAU, 313 Ten Eyck St., Brookyln 6, N. Y. 1726-4

AMERICAN STREAMLINED 6-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE, IN NEW MACHINE CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1729-4

AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET; 42 x 72" 2-POCKET. CUMMINGS-LANDAU, 313 Ten Eyek St., Brooklyn 6, N. Y. 1730-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y. 9368-4

6—AMERICAN SUPER-ZARMO DUCK COAT PRESSES, 4 AMERICAN FOLDMASTERS, EITHER FOR 7", or 8" FOLD. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.

40" AMERICAN, TOLHURST, TROY DIRECT MOTOR-DRIVEN EXTRACTORS. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2110-4

5—Dyna Wash—Laundry washer-extractor combinations, 300 lb. capacity, in excellent condition, reasonably priced. Act immediately!!! AD-DRESS: Box 2577, THE LAUNDRY JOURNAL.

-4

54" FLETCHER TWINTAINER UNLOADING EXTRACTOR WITH 2 SETS OF CONTAINERS. USED APPROXIMATELY ONE YEAR. EQUAL TO NEW. CUMMINGS-LANDAU, \$25 Ten Eyek St., Brooklyn 6, New York.

AMERICAN FORMATIC DOUBLE-BUCK CABINET SHIRT UNIT. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, New York. 2593-4

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THE LAUNDRY JOURNAL

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. . IN THE Wash

Jet Good Bet

To the Editor:

I wanted to write to you expressing our sincere appreciation for the exceptionally fine article published in the LAUNDRY JOURNAL in regard to the Jet Stream laundry machine (September, 1961)... we are most appreciative of its content.

There appears to be a fine future for the Jet Stream machine, the prototype of which is nearing completion. We will have a review of this equipment for the benefit of trade journal representatives and the press and at that time will certainly advise you of this meeting.

K. G. SMITH President, Jet Streams Products, Inc. Dallas, Texas

No-Corrosion Stack

Engineering Editor:

Can you tell me anything about a refractory-type stack that will eliminate the corrosion problems of a steel stack design? Is there any such animal?

Yes, precast masonry stack is claimed to combine the low cost of a steel stack with the permanence and high draft of a brick stack. It handles flue gases from coal, oil or gas fuels, and can be used in connection with boilers, furnaces, ovens, retorts and incinerators.

The stack is assembled of 3-foot sections, available in six sizes from 10 to 24 inches in diameter. Two types of sections are made: (1) Standard, for service where flue-gas temperatures do not exceed 800°F based on continuous exposure, and (2) Hi-Temp, for applications with flue-gas temperatures up to 1600°F based on continuous exposure.

Outer jacket of the unit is of 0.020inch sheet aluminum which requires no painting or maintenance. Joints are sealed permanently with an acidproof, high-temperature cement, furnished with each section.

The stack can be installed as either an inside or outside chimney. When installed inside, a clearance to adjoining combustibles equal to one-third the inside diameter for Standard sections or one-half the inside diameter for Hi-Temp sections must be provided. For outside installations, the assembly permits 2½ sections free standing above the uppermost lateral support. This arrangement is said to be able to withstand 100 m.p.h. winds. Lateral stability is accomplished with pipe or angle guys or cable guys.

Trade Course Available

To the Editor:

At the recent Laundry & Drycleaning Convention held in Atlanta Biltmore Hotel it was very evident that there were many splendid job opportunities available for well-trained and qualified personnel in this trade.

We take this opportunity to acquaint you with the excellent training facilities and educational program for Laundry and Drycleaning offered at the North Georgia Trade and Vocational School, Clarkesville, Georgia.

Enclosed you will find a course description and a brochure listing the advantages of our school.

If you know of persons interested in this training program, we would appreciate your directing their inquiries for additional information to:

W. W. Новвs N.G.T.V.S. Clarkesville, Georgia

Applicants must be at least 16 years of age, preferably 18 years. Each course is 12 months long.—Editor

Laundry-Mark Buff

To the Editor:

I am seeking information about the story of laundry marks, with emphasis on their value to the police in the solution of crimes. I would deeply appreciate any material which you may have available on this subject, or any referrals to sources from which I might seek such material.

JOHN P. DINNENY Phoenicia, N. Y.

We forwarded material from our October 1956 Guidebook on Laundry Identification.—Editor

Co-op Coin-Ops

To the Editor:

I am interested in putting laundry equipment in apartment houses. How many families should there be in the building to support one washing machine profitably?

LES FLOREK Brooklyn, N. Y.

One successful apartment-house laundry operator says you need at least eight for wringer machines and at least 12 families per automatic machine. If an automatic doesn't bring in at least \$12 a month in 90 days, he removes it from the premises. Where it's possible to work out a washing schedule with the tenants, one washer could serve 40 families in an ideal situation. Only half of his locations are equipped with dryers.—Editor

Looks Good Here

To the Editor:

The story you ran on the Anne Sterling department store program (October 1961) sure looks good to our eyes here—and I'm sure will be of interest to your readers. We should like to send a copy to some of our good friends....

ALEXANDER CORSON Gray & Rogers Philadelphia, Pa.

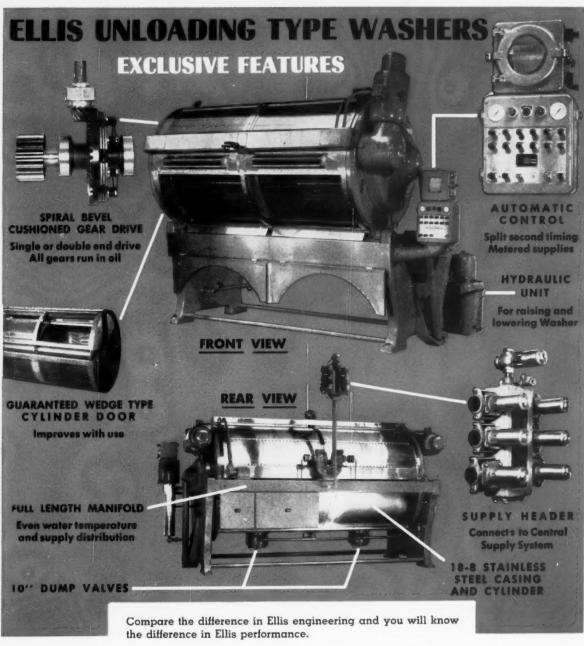
International Recognition

To the Editor:

Having read of the great strides made in the development of the continuous flat work processing plant by the S.R.I. of America, we should like to find out as much as possible about it.

We observe that the International Textile Maintenance Equipment Corporation is handling the sale of the unit, and we are wondering whether you would be kind enough to address the enclosed letter to them, as we do not have their address.

C. W. NEWMAN Director Sussex Laundry Limited Croydon, Surrey, England



Stainless Steel Washers and Extractors built for large and small plants Full automatic operation with the Ellis central supply system brings practical automation to your washroom.

This is the key to new production economies.

Full Automatic Semi Automatic and Manual

Write for Details.

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Mr. George W. Kriegh, Pacific Coast Sales Repr. of The Ellis Drier Co., 1786 N. Spring St., Los Angeles 31, Cal.

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